Security
Please wear your name badge at all times during the meeting.
Please do not leave your personal belongings unattended in the meeting rooms.
Argyle Executive Forum will not be responsible for items left in the rooms.

Mobile Devices
Please do not allow any mobile device to disrupt the meeting while in session.
All devices should be on silent mode.

Conversation
Please use areas outside of the ballroom to converse when the meeting is in session.

Smoking
Please note that smoking is not permitted in the meeting venue.

The content of this program and the attendee list remain the sole property of Argyle Executive Forum and may not be rented, sold, or given to any outside party or used to market or promote any other meeting. Any such unauthorized distribution represents theft of property for which Argyle Executive Forum will pursue any and all appropriate legal remedies.

Speaker Materials are available upon request, pending availability.
From insight to impact: The CGMA® difference

Get the critical capabilities and confidence your finance team needs to succeed.

Visit cgma.org to learn more.
Savings-as-a-Service

Coupa’s cloud-based suite of financial applications is the only spend management solution that makes it easy to get visibility and control over all the ways spend happens in your company—procurement, expenses and AP. Improve your compliance and increase savings across the board.

PROCUREMENT
INVOICING
EXPENSE
MOVE AT THE SPEED OF GLOBAL BUSINESS

Simple, fast, flexible—Next-generation ERP innovation

www.SageX3.com
Drive a new age of connected planning

Build financial plans and orchestrate performance with speed, precision, and alignment across all areas of your business.

Anaplan is driving a new age of connected planning. With Anaplan’s cloud platform, Fortune 2000 and hyper-growth companies are transforming their planning processes to make informed decisions.

anaplan.com/CFO
Close Management Software

Created by accountants for accountants to close faster and more accurately

- Upgrade Your Close Checklist
- Automate Trial Balance Tie-Outs
- Organize Audit Support

Learn More At FloQast.com
2017 Chief Financial Officer Leadership Forum: Fall Event (Chicago)

WEDNESDAY, NOVEMBER 29, 2017  |  8:00AM – 5:50PM

8:00am – 9:00am
Breakfast

9:00am – 9:05am
Argyle Executive Forum Opening Remarks

9:05am – 9:10am
SESSION INTRODUCTION FEATURING WORKDAY

Workday

Peter Rutman
Executive Director - Sales
Workday

9:10am – 9:45am
OPENING KEYNOTE PRESENTATION:
“The Best Qualities of an Effective Leader”

Mistica Foods

At the end of the day, Leadership is not about the title. It’s about whether someone is following you. Leadership is about who you’re being, rather than what you’re doing. As we look at today’s CFO, we wear many hats within an organization, we need to choose our team to support the business and/or association and be effective inside and outside of our leadership roles.

Geraldine Smrcina
Chief Financial Officer
Mistica Foods
9:45am – 10:05am

THOUGHT LEADERSHIP SPOTLIGHT FEATURING AICPA

Disruptive technologies. Geopolitical shifts. Consumer empowerment. Today’s finance leaders are operating in an era of business as unusual.

Digital disruption is making current business models obsolete and organizations have no option but to leverage technology and data to transform or become a casualty. The organizations that will thrive in these complex times are those with teams that are nimble, quick and confident to make critical decisions on the fly.

Join Ash Noah, CPA, CGMA, from the Association of International Certified Professional Accountants, as he shares research and insights on the impact of technology on the finance function of the future and the imperative for organizations to adopt a new operating model for finance.

Ash Noah
Vice President, CGMA External Relations
Association of International Certified Professional Accountants

10:05am – 10:30am

Networking Break

10:30am – 10:50am

THOUGHT LEADERSHIP SPOTLIGHT:

“The Next Generation of Intelligent Spend Management”

How leveraging AI and peer data can improve results through community intelligence. From advanced bench-marking to deep supplier risk knowledge, we can all benefit from our peers.

Gabe Perez
General Manager, Power Applications
Coupa
10:55am – 11:50am

PANEL DISCUSSION:
“From Business Silos to Finance-Led Connected Planning”

External factors such as customer demands, market volatility, digital disruption, and government regulations are putting increased pressure on you and your FP&A team to react quickly. You need to collaborate more closely with the business, be more efficient with allocation of capital, and make more frequent forecast adjustments in order to meet your company’s financial goals. But traditional planning challenges persist that prevent FP&A teams from transforming how to plan and prepare for the future—by collaborating with the business and connecting planning processes.

Session topics include, but are not limited to:

- How can finance better connect finance and operational goals to lead real transformation across the company?
- How can finance collaborate across the organization to meet your company’s financial goals?
- How can finance manage the avalanche of data and information while staying agile, making quick decisions, and keeping up with company growth?
- How can finance work with HR to ensure employees maintain the skills and have the resources necessary to enable the company to sustain growth?

Moderator:
Geraldine Smrcina
Chief Financial Officer
Mistica Foods

Panelists:
Sean Gillis
Director of Financial Planning and Analysis
PSAV

Julie Hakim
Vice President, Finance and Administration
Lundbeck

Robert Jardim
Vice President of Finance
Comet Group

Darrell Thomas
Vice President and Treasurer
Harley-Davidson
11:55am – 12:15pm

Fireside Chat:
“Best Practices in Corporate Performance Management”

Improving corporate performance management (CPM) processes and systems is a top initiative for many Finance organizations. But where do you start? This fireside chat session will address key challenges in CPM, as well as best practices in budgeting, planning, consolidation, and reporting that organizations should be thinking about for 2018.

Christopher Kodosky
Chief Financial Officer
Global Brass and Copper Holdings

and

John O’Rourke
Vice President of Product Marketing
OneStream Software

12:15pm – 12:40pm

Networking Break

12:40pm – 1:00pm

Thought Leadership Spotlight:
“Technology Trends in Corporate Financial Management”

Managing an enterprise shouldn’t be complex. Thanks to a stronger partnership between finance and IT, companies are now able to see what’s happening in every area of their business and get ready for whatever comes next. Companies are leveraging data to better deliver efficiency, compliance, and profitability within their organizations. Across all industries, collaborative data-driven decisions are being made by building stronger relationships between financial and IT executives, who are tasked with the need to see in real-time what’s happening in their business to help them compete and grow on a global scale.

Kevin Nicholas
Vice President, Product Marketing Enterprise
Sage
1:00pm – 2:00pm
Lunch

2:00pm – 2:05pm
SESSION INTRODUCTION FEATURING OVERSIGHT SYSTEMS

Patrick Taylor
President and Chief Executive Officer
Oversight Systems
2:05pm – 2:55pm

PANEL DISCUSSION:

“How Finance Leaders Are Streamlining the Financial Close”

Session topics include, but are not limited to:

• Which stages of closing the books are typically the most time-consuming for finance teams
• Best practices for identifying and eliminating bottlenecks throughout the financial close
• How to overcome obstacles to revamping long-entrenched processes for closing the books
• How accelerating your financial close improves compliance with internal reporting requirements and external regulation
• How automating the financial close fosters greater collaboration between CFOs and other departments, most notably HR, in establishing a more strategic role for finance

Moderator:
Kenneth McGhee
Chief Financial Officer
Loretto Hospital

Panelists:
Tony Morrison
Executive Vice President, Chief Financial Officer
Integrity Payment Systems

Fady Moubareck
Director, Global Financial and Capital Planning
Yum! Brands

Rishi Potdar
Vice President, Chief Financial Officer - Online Division
Sears

Michael Whitmire
CEO
FloQast

2:55pm – 3:15pm

Networking Break
3:15pm – 4:00pm

KEYNOTE PRESENTATION:
“Doing Business in South Africa: What you need to know about Broad-Based Black Economic Empowerment (B-BBEE) Regulations”

CATERPILLAR®

How multi-nationals can approach B-BBEE especially the ownership requirements and how one company leveraged diversity to find an innovative solution.

Maninder Chadha
Director, Corporate Strategy and Business Development
Caterpillar

4:05pm – 4:40pm

KEYNOTE PRESENTATION FEATURING LORETTO HOSPITAL

Loretto Hospital

Kennneth McGhee
Chief Financial Officer
Loretto Hospital

4:40pm – 4:50pm

Argyle Executive Forum Closing Remarks

4:50pm – 5:50pm

Closing Reception

*Please note, the agenda is subject to change.

The information, views, and opinions expressed by speakers and other participants at our conferences are those of the individual and do not necessarily reflect the views and opinions of Argyle Executive Forum.

Argyle Executive Forum, its directors and officers, do not guarantee that any information provided by a speaker or other participant is accurate or complete and Argyle Executive Forum does not endorse any opinions that may be presented.
Reduce audit effort by at least 50%

Automate Program Compliance

Oversight clients automate risk detection to uncover possible fraud, waste and misuse. Oversight Insights On Demand™ comprehensively analyzes expense report, purchase card, and procure-to-pay transactions by combining complex, predictive analytics with artificial intelligence. Integrated resolution workflow creates a culture of compliance, resulting in savings from decreased waste and abuse. Root cause tracking and management dashboards direct continuous business improvement. Make smarter business decisions with Insights On Demand!

“You are essentially flying blind if you do not have a tool like Oversight, because Oversight can analyze data in a way that the human eye cannot.” Jon Feiwell, Director of Financial Process and Quality Improvement at ABS. “I’d rather have Oversight than an army of people trying to do the analysis.”

Oversight Dashboard provides visibility into spend management and analytical findings. Information is aggregated across dimensions such as organizational unit, employee, spend category, and merchants.

Oversight Workbench displays plain language alerts for easy research and resolution. The Workbench has built-in case management functionality to track, collaborate, and communicate findings.

Visit oversightsystems.com for more details and to request a demo.
Get a single finance and HR system that shows you how to grow.

Growth isn’t just about getting bigger. It’s also about getting smarter. Our unified system will help you discover new markets, identify top talent, and make decisions based on data, not on guesswork. It finds the answers to questions you didn’t even know to ask. And it’s the only system with a 97% customer satisfaction rating. So you can keep growing, while your competition keeps cutting.

workday.com/future
Be a Better Business Partner

Is your finance organization stuck in the back office crunching numbers? Are you spending most of your time collecting data and chasing down spreadsheet errors? Are you providing the support needed by other lines of business?

Host Analytics Cloud EPM Platform can help finance reduce the drudgery and become a better business partner to Sales, Marketing, HR and other functions. Throw out the spreadsheets, shorten your planning and reporting cycles, and deliver timely and accurate reports to your business partners and provide them the analytical support they need. Over 30,000 users in 600 organizations are already seeing the light – shouldn’t you?
Quarter end never looked so good

Simplifying Financial Consolidation, Planning, Data Quality & Analytics for Sophisticated Enterprises.

OneStream Smart CPM Platform:

Unified all-in-one platform • Reduced close time and increased time to value • Eliminate risks & complexities • Quick and easy product upgrades • Download free XF MarketPlace solutions directly into the SmartCPM™ Platform to extend the value instantly
CapitalOne
OneStream Software is a privately held software company created by the same team that invented the leading financial solutions of the last decade. We provide a unified Corporate Performance Management (CPM) platform which enables the enterprise to simplify financial consolidation, reporting, budgeting and forecasting for complex organizations. Powerful extensibility enables the enterprise to deliver additional analytic solutions without adding any technical complexity. By delivering multiple solutions in one application, we offer increased capabilities for financial reporting and analysis while reducing the risk, complexity and total cost of ownership for our customers. We are driven by our mission statement that every customer must be a reference and success.

For more information, visit OneStream Software http://www.onestreamsoftware.com or on Twitter @OneStream_Soft.
The CGMA Finance Leadership Program helps professionals master the technical finance and accounting skills, as well as the business, people and leadership skills critical to transform the finance function.

The foundation of the program is the CGMA Competency Framework, which outlines the essential business skills every company needs, based on extensive feedback from employers around the world.

Designed specifically for working professionals, the program uses real-world business scenarios to teach practical skills, tools and frameworks which can be applied immediately in your organization. Professionals must demonstrate mastery of these skills through a series of case study exams, graded by practitioners. The result is a comprehensive program to help you develop everyone on your finance team using a single, global standard of excellence.

The program offers different entry points, based on education and experience. This allows all of your finance professionals to gain the complementary skills that they need to be a successful, well-rounded, business partners. The CGMA program is online and self-paced, so your team can develop new business skills anytime, from anywhere in the world. It constantly adapts to the individual, focusing on unique professional development needs to create a truly personal and efficient learning experience.

Through the CGMA Finance Leadership Program, qualified professionals can earn the Chartered Global Management Accounting (CGMA) designation. They will join an influential network of more than 150,000 finance and accounting professionals worldwide who are guiding their organizations to make better business decisions.

Learn more about how the CGMA Finance Leadership Program can position your finance team for the future. Visit cgma.org/program
Thought Leadership Spotlight Partners

**Coupa**

Coupa Software is the leading provider of cloud-based financial applications. More than 450 customers in over 40 countries use the Coupa suite of financial applications to support business agility and reduce costs. Only Coupa provides a suite of true cloud applications for finance, including accounts payable, sourcing, procurement and expense management that allows customers to realize a return on their investment within a few months and savings that continually impact the bottom line. Learn more at www.coupa.com. Read more at our company blog, Making Cents or follow @Coupa on Twitter.

**Sage**

Sage helps drive today’s businesses with a new generation of solutions to manage everything from money to people. Our technology provides live information so you can make fast, informed decisions anytime, anywhere in the world. We champion your causes and provide world-leading advice and support when you need it most. Our solutions manage your entire enterprise. They travel with you whenever they’re needed – in the cloud, on premise, or both. That means staying on top of finances, streamlining your operations, empowering your people, and unleashing the power to reach your goals.

Panel Partners

**Anaplan**

Anaplan is driving a new age of connected planning. Large and fast-growing organizations use Anaplan’s cloud platform in every business function to make informed decisions and drive faster, more effective planning processes. Anaplan also provides support, training, and planning transformation advisory services. Anaplan is a privately held company based in San Francisco with 16 offices and over 150 expert partners worldwide. To learn more, visit anaplan.com.

**FloQast**

FloQast is a leading developer of close management software, created by accountants for accountants to close faster and more accurately. Working with accounting teams’ existing checklists and Excel, FloQast provides a single place to manage the month-end close and gives everyone visibility. FloQast customers close on average three days faster. The award-winning solution is trusted by hundreds of accounting departments, including those at Twilio, Nutanix, Zillow and The Golden State Warriors. To learn more, visit www.floqast.com and join the conversation on Twitter @floqast.
Oversight Insights On Demand™ is a web-based artificial intelligence solution that automates spending program compliance by comprehensively analyzing expense report, purchase card, and accounts payable transactions to identify fraud, non-compliant purchases, and wasteful spending. Through visibility into the interaction between policy and behavior, Oversight offers opportunities for ongoing improvement, and helps organizations transform how they are managing risks in their spending programs. Oversight makes a difference within the companies it serves, and has the experience to prove it; analyzing over $2 trillion in expenditures annually at Fortune Global 5000 companies and government agencies. Oversight’s solution is strengthened by partnerships with Concur, Mastercard, Oracle, SAP, and TSYS. For more information visit www.oversightsystems.com.

Workday is a leading provider of enterprise cloud applications for finance and human resources. Founded in 2005, Workday delivers financial management, human capital management, and analytics applications designed for the world’s largest companies, educational institutions, and government agencies. Organizations ranging from medium-sized businesses to Fortune 50 enterprises have selected Workday.

Host Analytics is the leader in cloud-based enterprise performance management (EPM), offering a unified platform for modeling, planning, consolidation, reporting, and analytics. Host Analytics customers benefit from improved business agility, lower total cost of ownership, faster time to value, increased security, and a faster pace of innovation compared to traditional on-premises alternatives. World-class companies like NEC, Burlington Coat Factory, and Sanmina trust Host Analytics to power their strategic financial processes. Host Analytics is a fast-growing, private company backed by leading venture capitalists and is headquartered in Silicon Valley with customers in over 90 countries.
Senior Supporter Partners

**Capital One**

We are a Top 10 U.S. bank, with the strength and stability to meet the needs of your business. Our Commercial Card team understands current business challenges to reduce processing costs, improve efficiency, maximize investments, and manage risk. As a diversified financial services provider, we have the scale and capability to support your business. Let us show you the difference our partnership and proven experience can make for your business.

**Wolters Kluwer | CCH® Tagetik**

Wolters Kluwer (AEX: WKL) enables finance, legal, tax, and healthcare professionals to be more effective and efficient. We provide information, software, and services that deliver vital insights, intelligent tools, and the guidance of subject-matter experts.

We understand the complex challenges that face the Office of the CFO and translate that knowledge into intuitive, enterprise-scale CCH® Tagetik performance management software solutions that drive business results.

With over 180 years’ experience in the markets we serve, Wolters Kluwer is lifting the standard in software, knowledge, tools and education. For more information, visit www.tagetik.com and www.wolterskluwer.com.

**Huron**

Huron is a global professional services firm committed to achieving sustainable results in partnership with its clients. The company brings depth of expertise in strategy, technology, operations, advisory services and analytics to drive lasting and measurable results in the healthcare, higher education, life sciences and commercial sectors. Through focus, passion and collaboration, Huron provides guidance to support organizations as they contend with the change transforming their industries and businesses. Learn more at www.huronconsultinggroup.com.
Pramata is the Customer Relationship Intelligence company. Our solutions empower sales, finance and operational teams from large B2B companies with essential information about their most complex and valuable customer relationships. We do this by transforming often hidden data from contracts, billing systems and other sources into a complete, accurate customer profile. Learn more at www.pramata.com

Taulia, the fastest growing SaaS platform for Supplier Financing, transforms every invoice into a revenue opportunity through automating and maximizing supplier discounts. Regardless of whether the early payment is funded by the buying organization, bank, or third-party financier, Taulia ensures that all invoices are always available for early payment and discount revenue is always adding to the bottom line. Some of the most innovative brands in the world rely on Taulia, including Coca-Cola Bottling Co. Consolidated, Pfizer, Pacific Gas & Electric, Hallmark, and many other Fortune 500 companies. For more information, visit http://www.taulia.com.
Your Next Reporting Package

10Q  
Board Book  
Earnings Presentation

2 WEEKS FASTER

See a complimentary demo at: www.tagetik.com/cfo-demo
HURON IS A GLOBAL PROFESSIONAL SERVICES FIRM COMMITTED TO ACHIEVING SUSTAINABLE RESULTS IN PARTNERSHIP WITH ITS CLIENTS.

The company brings depth of expertise in strategy, technology, operations, advisory services and analytics to drive lasting and measurable results in the healthcare, higher education, life sciences and commercial sectors. Through focus, passion and collaboration, Huron provides guidance to support organizations as they contend with the change transforming their industries and businesses.

Learn more at www.huronconsultinggroup.com.
Company Overview:
We are a Top 10 U.S. bank, with the strength and stability to meet the needs of your business. Our Commercial Card team understands current business challenges to reduce processing costs, improve efficiency, maximize investments, and manage risk. As a diversified financial services provider, we have the scale and capability to support your business. Let us show you the difference our partnership and proven experience can make for your business.

PRODUCTS / SERVICES:

Commercial Card:
- Rewards/Cash Back
- Support & Financial Incentives
- MasterCard Network

One Card (Purchasing and T&E):
- Employee Cards
- Real-Time Spending Controls & Limits
- Online Management & Reporting
- Expense Reporting
- Corporate Liability
- Fraud & Misuse Protection
- No Foreign Transaction Fees

Virtual Cards / ePayables:
- Single-use Virtual Cards
- Batch Payment Capability
- Push Payments to Suppliers
- Dollar Amount & Expiration Controls
- 20 User-Defined Data Fields tied to transactions
- Integration into AP/ERP System
- Vendor On-Boarding Support

INDUSTRIES SERVED:
- Commercial and Industrial
- Commercial Real Estate
- Energy
- Construction
- Consultants
- Distributors
- Healthcare
- Manufacturers
- Maritime
- Not for Profit
- Professional Services
- Security
- Technology
- And More

Testimonials:
- Listed on Fortune 500
- Fortune—Blue Ribbon Company Information Week—Elite 100 for Business Technology Innovators
YOU’RE LEAKING REVENUE.
BUT HOW MUCH AND HOW FAST?

Significant revenue opportunities could be escaping from almost anywhere along your customer lifecycle.
*Here are just five of the places you should be checking:*

1. **PRICE INCREASES**

2. **PURCHASE COMMITMENTS**

3. **LICENSE + SUPPORT RENEWALS**

4. **COST PASS-THROUGHS + CHARGEBACKS**

5. **DISCOUNT EXPIRATIONS**

And that’s only the beginning. Let Pramata help you uncover even more value throughout your customer lifecycle. Get started now at pramata.com.

© 2016 Pramata Corporation. All rights reserved.
FINALLY,
SUPPLY CHAIN FINANCE THAT WORKS
FOR YOUR ENTIRE SUPPLY CHAIN

visit TAULIA.COM/CFO
to request a free consultation
• Argyle is proud and protective of our high standards in ensuring the value of all content presented at our events.

• Strict guidelines are in place to ensure that all content presented is balanced and vendor neutral.

• All topics that are covered at our member events are thought leadership-focused and in line with the expectations of our members.

• Argyle seeks to prevent overt sales pitches or unbalanced vendor references.

• Argyle provides all speakers with content presentation guidelines at the behest of our executive membership.

We ask that all speakers, members and sponsors respect Argyle’s content neutrality guidelines. We thank you for your continued support for this policy as a way of protecting the high content standards and trust that Argyle has established with its members.

If you are interested in recommending a speaker for a future forum, please email:

speakers@argyleforum.com