

cfo outlook 2024



Photo credit: Christian Elfström

cfooutlook.com

Speakers & Moderators



The Hackett Group
World-Class Oilfield and Drilling



The Classification Guru



Husqvarna Group



NCC



skandia:



storönsö



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Focus: End to end Finance process and data insight development

Expert Organizations

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Organizer:

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Why join CFO Outlook 2024?

Lisa Siljefalk • 1st
Leading the Procurement Digital Roadmap at Aurobay Procurement ...
4mo • Edited • 🗨️

We had the pleasure to attend CPO outlook this week and be one of the key note speakers and hosting a workshop discussing "How to drive a data driven Procurement strategy"

A huge thank you to all that participated by sharing experiences, ideas and reflections. And thank you for arranging Anna Bjärkerud and Lars Bjärkerud.
[Anna Bjärkerud](#) [Lars Bjärkerud](#) [Anna Törnlöf Larsson](#) [Shan Liu Niclas Hjerdin](#) [Olof Moberg](#)



👍 67 2 comments

Otto Tell • 1st
Business Navigation Manager | Global Purchasing Development ...
4mo • Edited • 🗨️

Last week I attended the CPO Outlook event in Stockholm. A big thank you to [Anna Bjärkerud](#) (on stage below) and [Lars Bjärkerud](#) for a well arranged event with a lot of good round table sessions and inspiring presentations from peers in different industries. Especially on the role of procurement, where claiming a broader agenda for the future was a common theme.

It was a privilege to share some IKEA insights, especially on how we have made traceability of wood fully transparent on IKEA website: <https://lnkd.in/dX8kb5Gp>

But also to recognize that to prepare for "triple-D" compliance is a shared challenge for most companies. Special thanks to [Emma Papakosta](#) and the NCC team for insightful dialogue and laughing along.

It was great to get inspired by [Alexander Streif](#) at [Northvolt](#), especially on the aggressive ambition around exceeding industry benchmark for emission and to secure 100 % traceability for metal.

Special shout-out to [Scania Group](#) representatives ([Hans-Otto Heijne](#) and [Gustav Milesson](#)) for the round-table dialogue around resilience.

Big thank you also to evening panel [Varun Kukreja](#), [Menachem Harari](#), [Aku Lehojärvi](#), [Henrik Fredga](#) and [Ulf Johansson](#) for just being who you are. The world would have less problems listening to you guys.

And to those I forgot to mention, let's do progress and do the benchmark again next year!



👍 You and 90 others 10 comments - 1 repost

Dear Finance Professionals,

In the ever-evolving landscape of finance, staying ahead of the curve is not just a goal, but a necessity. The pace of change demands that traditional silos within organizations be broken down to foster agility and adaptability. This is where CFO Outlook 2024 steps in.

Hosted by EBG | Network, CFO Outlook 2024 is not just another conference; it's a summit designed to address the pressing challenges and opportunities facing modern finance functions. Since 2010, EBG has been facilitating peer and expert exchange, focusing on end-to-end finance processes and data insights.

At CFO Outlook 2024, we're bringing together experiences from across the finance spectrum. From discussions on creating agile, data-driven organizations to embedding insights into every decision, this summit is about more than just theories – it's about practical solutions to real-world challenges.

Imagine a day where you have the opportunity to shape the agenda based on your interests. With several round table discussions and theme sessions available, you can delve into the topics most relevant to your role and organization. As the founder of EBG, with a background in behavioral science, I understand the value of exchanging experiences and learning from behind the scenes. Together, we can address common challenges and seize the opportunities presented by people, process, and technology development, benefiting not only our organizations but society at large.

But we cannot achieve this alone. It takes a village and multiple change agents to drive meaningful transformation. That's why we're proud to welcome professionals from various roles, including VP Group Financial Control, Business Controller, Head of Global Business Services, and many more. By joining CFO Outlook 2024, you become part of a community dedicated to reshaping the future of finance.

Don't miss out on this opportunity to be part of a transformative experience. Join us at CFO Outlook 2024 and together, let's redefine the role of finance in a rapidly changing world.

Best regards,

Anna Bjärkerud
Founder & MD

Tuula Tuononen • 1st
Process development lead | Strategic Sourcing & Procurement | ...
4mo • 🗨️

Two inspiring days at the [#cpooutlook2023](#) event in Stockholm where I hosted two round table discussions on implementing multidimensional SRM. So great to discuss the different views and ideas with peers. Also had the opportunity to listen to many great presentations on ESG and sustainability, supply risk management, procurement transformation and many more.

Thank you [#EGBNetwork](#) for making it happen!

Create multidimensional SRM

How can companies create a multidimensional supplier relationship management environment?

With its 16 000+ employees in 50 countries, Konecranes is driving a systematic approach to managing its supplier relationships and creating a common corporate way of creating supplier insights. Procurement will have to know and be able to act upon data much more granularly than today. Still, procurement does not usually own many of the supplier relationships after the contract has been signed. There are often different data sources for spend, KPIs, process metrics and sustainability which together form a unified 360 supply and supplier overview. Operating in a matrix organization, people and process are key in developing the roadmap ahead. The desire - to form a closer alignment between procurement and the business where data plays a central part. During this discussion you will compare ways of working and discuss opportunities for creating multidimensional insights.



👍 82 5 comments - 1 repost



KEYNOTES

For all presentations in the plenum hall



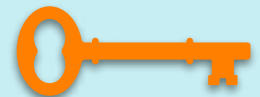
DEEP DIVE SESSIONS

Parallell 10 minutes deep dives where you choose what topic best fit you



THEME DISCUSSIONS

Round table discussions enabling You to learn from peers and experts



You create Your own day based on Your challenges and the opportunities Your organisation want to develop

Visit cfooutlook.com here

Register here to meet us in Stockholm!

CFO Outlook 2024 is only available for you joining us in Stockholm.

Stockholm April 25th 2024 - Program Overview	
08:00	Registration is open & coffee is served
08:45	Opening of CFO Outlook 2024
09:00	<p>Keynote How can finance leaders bridge resource gaps to improve productivity and efficiency?</p> <p>Martijn Geerling Managing Director, Advisory practice leader Europe The Hackett Group</p> <p>Keynote A comprehensive guide to CSRD reporting possibilities and demands</p> <p>David Frydlinger Partner Cirio Law Firm</p> <p>Deep Dive Navigating ESG Data Challenges: Implications for finance and Corporate Sustainability</p> <p>Nagendra Siddoutam CEO & Founder Acumant</p>
10:00	Networking break
10:30	<p>Deep Dive Managing Accounts Payable in 2024 - Supporting a low-risk/high-value strategy in a volatile environment</p> <p>Jesper Persson Business Developer Billerud & Jari Paananen Senior Solution Value Advisor Basware</p> <p>Deep Dive End to end process intelligence finding and capturing the value hiding in processes</p> <p>Jonatan Teigland Team Leader Process Mining Statkraft & Teodor Bjurling Value Engineer Celonis</p>
10:50	Change Session Transition Time...
11:00	<p>Theme Discussions Session 1 Round table discussion enabling know how exchange. Each session have limited seats.</p> <p>Parallel sessions - se session map separately</p>
11:45	Change Session Transition Time...
11:55	<p>Theme Discussions Session 2 - same discussions as during Session 1 Round table discussion enabling know how exchange. Each session have limited seats.</p> <p>Parallel sessions - se session map separately</p>
12:40	Lunch break
13:40	<p>Keynote Rewiring to a 'Good enough' AI culture</p> <p>Hannele Palje-Rossi SVP, Head of Global Business Services Stora Enso</p>
14:05	Change Session Transition Time...
14:15	<p>Theme Discussions Session 3 Round table discussion enabling know how exchange. Each session have limited seats.</p> <p>Parallel sessions - se session map separately</p>
15:00	Coffee Break
15:30	<p>Theme Discussions Session 4 - same discussions as during Session 3 Round table discussion enabling know how exchange. Each session have limited seats.</p> <p>Parallel sessions - se session map separately</p>
16:15	Change Session Transition Time...
16:25	<p>Keynote Between the Spreadsheets: What does it take to master data in the digital transformation age?</p> <p>Susan Walsh Founder & Author The Classification Guru</p>
17:00	Wrap up and End of CFO Outlook 2024

08:00 Registration open with coffee

08:45 Opening of CFO Outlook 2024

09:00 Bridging the gap between finance resources and desired business outcome

Keynote | How can finance leaders bridge resource gaps to improve productivity and efficiency?

There are remarkable and a seemingly unique confluence of crises facing business leaders right now. Perhaps even a once-in-a-generation risks: the war in Europe, high inflation and post pandemic effects as well as those from "the great resignation". Cyberattacks and extreme weather events are more and more common. By some called a polycrisis.

How do businesses stay ahead? Many businesses still operate in silos, have complex system environments and poor data quality. Processes are cut in pieces and KPIs are not enabling end-to-end improvement. There is not necessarily alignment between priorities, critical development areas and resource allocation. The Hackett Group's 2024 research show that the finance workload is increasing but at the same time reductions in head count and operating budget result in productivity and efficiency gaps.

So what should you do? Here you will learn what operating model Digital world-class Finance function's choose to enable end-to-end actionable insight and what they choose to invest in (time and money).

We will discuss and present a view on:

- What role does AI, machine learning, RPA, process mining and other novel technologies play in Finance of the future?
- How do companies organize end-to-end to meet key challenges?
- How can companies deliver proactive, predictive insights from high quality data?
- What skills and talents are needed in an increasingly automated Finance function?



Martijn Geerling | Managing Director, Advisory practice leader Europe | The Hackett Group



Taking corporate sustainability to a new level (and meeting requirements)

Keynote | A comprehensive guide to CSRD reporting possibilities and demands

The CSRD - Corporate Sustainability Reporting Directives - is about to take corporate sustainability to a new level, imposing substantially higher demands on transparency about both companies own business operations as well as their supply chains regarding environmental and social impacts and risks. Financial, environmental and social sustainability must be integrated. For many organizations, this means that the sustainability function is moved to the finance department, becoming a CFO responsibility. At the same time, the new requirements risk ending up in an endless hunt for often poor data, where companies may get lost in the details and fail to find the overview needed to implement real transformation in the business.

David has written a book in the topic and are well known for his work with The University of Tennessee and the Vested Business Model.

What does this mean for You?

- How can the developing EU legislation help companies transform into more sustainable business without getting lost in the details?
- What does it mean to integrate financial, environmental and social sustainability?
- How must companies rethink their financial and other processes to adapt to the new reporting requirements?
- What are the core elements to focus on when transforming into a sustainable business?



David Frydinger | Partner | Cirio Law Firm



Deep Dives x 3 | ESG data management | Accounts Payable in 2024 | End to end process intelligence

1

Navigating ESG Data Challenges: Implications for finance and Corporate Sustainability

In today's corporate landscape, Environmental, Social, and Governance (ESG) factors are increasingly integral to decision-making processes, impacting financial performance and stakeholder trust. Finance play a pivotal role in navigating the complexities of ESG data collection and reporting, as unreliable or incomplete data can hinder investment decisions and regulatory compliance.

Explore the complexities of ESG data management, understand its impacts on CFOs and organizations, and discover strategies for leveraging technology to enhance transparency and compliance.

- Intricacies of ESG data management, shedding light on the evolving regulatory frameworks such as CSRD
- The direct and indirect implications of ESG data challenges on CFOs and their organizations, emphasizing the need for robust data governance practices
- Role of technology solutions in streamlining ESG data processes and enhancing transparency, integrating audit perspectives for comprehensive oversight



Nagendra Siddoutam | CEO & Founder | Acumant



10:00 Coffee Break

10:30 Deep Dive 2 + 3

2

Managing Accounts Payable in 2024 - Supporting a low-risk/high-value strategy in a volatile environment

All CFO's are currently being challenged by headwinds-inflation, on-going supply crunch and talent shortage just to mention a few. Finance leaders needs to take decisions around how to balance their actions towards short-term challenges (e.g. reducing costs to maintain profitability) while at the same time staying ahead of the long-term trends (e.g., redesigning and digitizing the business with AI).

We at Basware see that AP Invoice Automation for the era of Autonomous Finance and can help you with both by giving you:

- Several business benefits and fast ROI with low-risk approach
- A tool that works seamlessly with your procurement and ERP landscape providing insights and visibility to your spend
- A Touchless process removing manual tasks, bridge the workforce gap and allow for empowerment

Hear more about these items and some concrete examples.

Jesper Persson | Business Developer | Billerud & Jari Paananen | Senior Solution Value Advisor | Basware



3

End to end process intelligence finding and capturing the value hiding in processes

Celonis drives Finance Transformation by using Process Mining & Intelligence to uncover the value opportunities hiding in your finance processes right now, without disrupting the systems you already use.

During this session you will hear examples on cash flow optimization, operational excellence and productivity improvements. You will also hear from concrete examples and lessons learned shared by Jonatan Teigland at Statkraft.

Learn more about:

- Improve your cash flow by optimizing payment terms, preventing duplicate payments, and accelerating collections
- Drive operational excellence and improve productivity identifying and addressing process inefficiencies and opportunities for Intelligent Automation
- Manage risk and compliance by automatically identifying and flagging potential issues

Jonatan Teigland | Team Leader Process Mining | Statkraft & Teodor Bjurling | Value Engineer | Celonis



11:00 Theme Discussions aka Interactive Round Table Discussions | Session 1

These round table sessions/workshops are made to enable You to discuss common challenges and opportunities with experts and peers. You choose before hand (or during the day) and there is a maximum number of seats at each table to enable You to have fruitful experience exchange. Each session is held twice - same topic - new crowd.

Next generation invoice automation

Technology and AI are changing the game - What does next generation invoice automation look like?

In an era where technology and artificial intelligence are revolutionizing industries at an unprecedented pace, one area that stands to benefit greatly is invoice automation. The next generation of invoice automation promises to reshape traditional processes, offering efficiency, accuracy, and scalability like never before. In this round-table discussion, we delve into the evolving landscape of invoice automation, examining the transformative potential of advanced technologies and AI in streamlining the invoice process and enhancing business operations. Billerud will share their experience of using AI and technology to eliminating non-value-added tasks and stay ahead of the curve.

Discussion Topics:

- How could you use technology in invoice automation?
- What are your key success factors in invoice automation?
- What are your concerns about invoice automation?
- How should organizations prepare themselves for next generation invoice automation?

Jesper Persson | Business Developer | Billerud & Jari Paananen | Senior Solution Value Advisor | Basware



BILLERUD



basware
Now it all just happens™



Process Ownership for the Digital Era

Workshop | Re-designing Process Ownership for the Digital Era

What happens to the role of process owners a Finance adopts more and more automation? Increasingly, process ownership will involve the design, build and run aspects of digitally executed end-to-end processes, supported by digital tools.

Key to proper design and organizational implementation of the global process owner role is having the right skills to execute the role. These include technology savvy, communication, and persuasion skills, plus expertise in end-to-end process design.

Join this session to get Hackett's insight into the changing role of process owners and discuss, using Hackett's methodology, how you can drive this change in your organization. Discuss and compare Your lessons learned creating cross function insight and collaboration.

Martijn Geerling | Managing Director, Advisory practice leader Europe | The Hackett Group



The Hackett Group



Sustainability reporting possibilities and demands

What does CSRD reporting possibilities and demands mean to you?

During this session you come together to compare how CSRD affect Your business and your industry.

Discuss to what extent you have been preparing and what you can draw from each others experiences to date.

The global sustainability agenda can only be solved together and this is a perfect opportunity to benchmark lessons learned and what's to come!

David Frydinger | Partner | Cirio Law Firm



CIRIO



ESG Strategies for finance organizations

Short-Term Gains, Long-Term Value: ESG Strategies for finance organizations

In today's competitive business landscape, CFOs and finance face the challenge of generating short-term gains without compromising their organizations' long-term commitment to ESG principles. This roundtable delves into how finance professionals can navigate this delicate balance.

By exploring strategies to capitalize on immediate opportunities while staying aligned with overarching ESG objectives, this discussion offers invaluable insights to finance professionals aiming to drive financial growth today while safeguarding the sustainability of their businesses for tomorrow.

Discuss;

- How can finance identify and prioritize short-term opportunities for financial growth through ESG initiatives?
- What are the primary challenges associated with ESG data, such as availability, quality, and consistency?
- What strategies can CFOs employ to align short-term financial objectives with long-term ESG goals?
- What type of challenges do finance face in balancing short-term gains with long-term value creation through ESG strategies?

Vishakha Goel | Sustainability Head | Acumant



acumant



Process Intelligence, AI & Intelligent Automation

How can AI improved process intelligence help align finance and the business?

Join the Celonis roundtable to discuss the value opportunities across AP/AR/P2P/O2C enabled by new technologies such as: Process Intelligence, AI & Intelligent Automation.

We will share experiences and best practices in driving quantitative benefits such as: Improved net working capital | Reduced cost | Shorter lead/cycle times | Higher productivity per employee

As well as qualitative benefits such as reduced risk, improved compliance and better alignment between Finance and Business.

In addition we will discuss questions like:

- What are the biggest hurdles creating cross function processes and data insights and how can they be overcome?
- How can process intelligence help improve finance and business alignment?
- In what way can AI and Intelligent Automation help improve ways of working?

Kim Uddvi | Account Executive | Celonis



celonis



11:45 Theme Discussion to Session 2 Transition Time...

11:55 Theme Discussions aka Interactive Round Table Discussions | Session 2

The same moderators are inviting you to join a second topic of your choice! They stay - you move between sessions.

12:40 Lunch Break

13:40 Accelerating digitalization in finance with a "good enough" AI culture

Keynote | Rewiring to a 'Good enough' AI culture

Being data-driven and striving for excellence is in the DNA of finance. However, the interpretation of excellence often drives pursuit of 100% certainty which impedes adoption and scaling of digitization. A 'good enough' culture for finance teams refers to a work environment where individuals are still encouraged to strive for excellence, but not at the cost of speed of digitization. It means setting realistic expectations and goals, and ensuring that team members are adequately trained and supported to achieve them.

A good enough culture recognizes that mistakes happen and values learning from them, rather than punishing or shaming team members for them. This type of culture promotes collaboration, open communication, and a sense of shared responsibility for achieving the team's objectives such as accelerating digitization. Ultimately, a good enough culture allows finance teams to work effectively and efficiently while maintaining a healthy and sustainable work environment.

Hannele is a member of the Stora Enso corporate leadership team accountable for leading their newly established Global Business Services. She is accountable for ensuring that Finance, HR and IT services improve scalability of their business, continuously optimize the cost of operations, drive synergies in the services, and provide improved access to data to support business decisions.

Lean more about

- What does an AI culture mean?
- How do you balance the need for certainty with the adoption and scaling of digitalization?
- In what way can you encourage a "good enough" culture for finance teams to set realistic goals?
- How can you help improve collaboration, open communication and shared responsibility?

Hannele Palje-Rossi | SVP, Head of Global Business Services | Stora Enso



storaenso

These round table sessions are made to enable You to discuss common challenges and opportunities with experts and peers. You choose before hand (or during the day) and there is a maximum number of seats at each table to enable You to have fruitful experience exchange. Each session is held twice - same topic - new crowd.

Balancing control and efficiency in finance

How do you balance increasing demands for governance and transparency with operational efficiency?

The level of responsibilities and demand for transparency in finance is increasing. Sustainability reporting, corruption control, cyber risk awareness - the expected level of compliance is higher than ever. Simultaneously many companies are undertaking ledger change and base system changes, or other changes in main technology. Changes that add to the complexity of balancing control and efficiency but also give an opportunity to evolve and excel.

Balancing the trinity; system architecture, information management and process control puts a lot of demand on operational managers. How can organizations mature, to decide and follow up on governance insight demands, and on efficiency level expectations?

Discuss;

- How have you experienced increased demand for transparency and control?
- How do you divide responsibilities and do you think businesses are good at setting governance that co-workers understand and can comply with?
- In what ways are you enabling cross function collaboration to ensure the strived for level of insight and follow up?

Karin Freyling | Business Developer Finance Development & Systems | Skandia



skandia



Enabling end to end improvements across functions

How do you enable end to end process improvement initiatives across functions?

At Statkraft, intelligent automation, analytics and process mining have been a CFO digital focus for several years. Business understanding, functional expertise and digital competence - standardization and simplification as well as master data consistency have been key. As hard as it may be to describe a current state, there is an eagerness to describe a "to be".

Technology has evolved a lot recent years and here you will learn from how Statkraft have organized finance to utilize tools, managed to create process insights and worked to create a continuous improvement environment.

You will also discuss the catch 22 experience most are familiar with. That in order to achieve change beyond functional borders - there is a need to change behavior outside of finance. All know change is hard and take time - so how can finance - knowing the value possible to create - master the role as change agents? If we want end-to-end approach to process improvements, how can finance be a front-runner and create momentum that makes impact and results that has effect beyond (functional) borders?

Discuss;

- What is end-to-end to you?
- In what ways can finance and GBS organizations communicate with stakeholders about new projects that affect their already limited time?
- How do you build an adaptive cross function organization with for instance procurement to enable end-to-end improvements?
- How can finance functions stay on top of new technology within finance teams?

Jonatan Teigland | Team Leader Process Mining | Statkraft



Statkraft



Mastering data in the digital transformation age

What does it take to master data in the digital transformation age?

Over the years this has been an ever present problem - "our data quality is poor and people do not trust the data so we struggle to automate, optimize and create accurate insights". In a day and age where Artificial Intelligence, machine learning and digital transformation is high on the agenda, and being efficient with proper effect is crucial - what can you achieve if your data is untrustworthy and inaccurate? Is it possible to create reliable data over time?

Given this is something ALL companies struggle with - what does it take to reach a state of more reliable data over time?

Discuss;

- What is dirty data and its consequences?
- How is faulty data impacting finance and accounting accuracy?
- What challenges do you have with data inaccuracy?

Susan Walsh | Founder & Author | The Classification Guru



The Classification Guru



Digital co-workers and cross country harmonization

How do you lead continuous improvement in centralized finance organizations serving multiple countries?

Many companies have decided to scale centralized resources into global or regional service organizations. Global Business Services or Shared Service Centers can have different operating models, structures and responsibilities. From a leadership perspective creating One organization across countries may mean cultural changes. As digitalization and a demand for more data driven insights increase - how do you as a leader foster change willingness? How can you help create the desire to be more proactive rather than play reactive detectives? As leadership and employees based on Baby boomers and Generation X are mixed with Millennials followed by Gen Z - what impact does that have your leadership strategies?

Discuss and compare;

- How do you harmonize centralized organizations based in different countries?
- Working with order to cash, purchase to pay and record to report transactions and processes - what does digital transformation mean to you?
- As you incorporate more digital co-workers - what does that mean to you as a leader?
- With new digitally native employees entering the workplace - how do you foster different competences and perspectives?

Anna Lagerhed | Global Manager People and Competence GBS | SSAB



SSAB



Finance Development through Process & Data-Centric focus

Navigating the Future: Transforming Finance Development through Process & Data-Centric focus

In the dynamic landscape of 2024, achieving success in finance requires more than just adherence to basic principles - it demands a strategic shift towards process & data-centricity and optimized processes. As we witness the evolution of regulations, the rapid advancements in technology, and the growing significance of sustainability, the question becomes not just why, but how. Finnair will walk-through their approach to e2e finance process maturity improvement, the role of digital solutions in enabling finance process efficiency and utilization of data.

Join to discuss and compare:

- What does "finance development" mean to you in the ever-changing landscape of 2024? Share your insights and experiences, and let's collectively shape a refined understanding.
- How are you navigating the digital landscape in Finance, and what milestones and digitalization roadmaps have you set?
- How do you evaluate and cultivate the Finance organization skills required to meet current and future business demands?

Antti Koski | Head of Finance Development | Finnair



FINNAIR



Role of finance in a data driven business

What will future finance look like and which competencies are needed?

Included in NCC's strategic initiatives is to build a knowledge-based company and to work in a data-informed manner. This requires investment in IT and digitization, and NCC has an development agenda of 20+ projects with a lot of focus on change management. Finance plays a big role in supporting the business to make more informed decisions and act upon insight end to end.

What is and will be the role of finance when businesses become more data driven? As this has been a discussion for years - is something different now?

During this discussion you will discuss how finance should organize ahead. Which behaviors and structures are needed to support the business. Discuss how to break through silos and help the business make better decisions.

Discuss and compare;

- What does data driven mean to you?
- What will the reason to be look like for future finance organizations?
- How should finance be organized end to end to ensure silos are bridged?
- Which competences will be needed to support cross functional and networked decision making?

Catrine Backman | Finance Transformation Manager | NCC



NCC



Mastering old structures with new processes and technologies

How do you harmonize end to end processes globally?

More and more companies want to harmonize their end to end finance processes. Responsibilities, organizational structures and data insights are changing to enable end to end insights. However system environments may not be (read is never) in tune system versus organization set up. Here you can discuss experiences harmonizing processes end to end, i.e building something new yet living with old structures and systems.

Discuss and compare;

- How do you handle parallel universes while changing from one way of working to another?
- In what way can you master having old structures with new processes and technologies?
- What do you think future finance organizations will look like?

Helena Liliefelt | Global Process Lead Record to Report | Husqvarna



Husqvarna Group



15:00 *Coffee Break*

15:30 **Theme Discussions aka Interactive Round Table Discussions | Session 4**

The same moderators are inviting you to join a second topic of your choice! They stay - you move between sessions. If a table is full - choose another, they are all great!



16:15 *Transition Time to Main Room for final sessions*

16:25 **Mastering dirty data in the digital transformation age**

Keynote | Between the Spreadsheets: What does it take to master data in the digital transformation age?

"Are you struggling to get reliable insights from your data? Do you have duplicates, multiple versions of the same supplier or customer, and multiple date and address formats? And is it saved in multiple different systems?"

Over the years this has been an ever present problem - "our data quality is poor and people do not trust the data so we struggle to automate, optimize and create accurate insights". In a day and age where Artificial Intelligence, machine learning and digital transformation is high on the agenda, and being efficient with proper effect is crucial - what can you achieve if your data is untrustworthy and inaccurate? Is it possible to create reliable data over time?

Susan Walsh knows all about data quality and managing it, and has the secret to cleaner, more accurate data, leading to reliable and actionable data insights. During this session Susan will go through the consequences of "dirty data", what it is and what companies can do to take control over its master data.

You will learn;

- What is dirty data and its consequences?
- How does faulty data impacts finance and accounting accuracy?
- How do you enable data accuracy?
- What is the data COAT?



 The Classification Guru

Susan Walsh | Founder & Author | The Classification Guru

17:00 *Wrap up and End of CFO Outlook 2024*

We work with people, changes beyond EBG | Network control may occur

CFO Outlook Pre Summit Dinner | April 24th

Join us for dinner on April 24th!



EBG hope you have time for a drink and dinner. Prepare and make friends before the summit start. Informal at the venue hotel this is an appreciated gathering since many years at an EBG summit.

*Drinks and dinner is voluntary and included in the registration investment**

When: 18:30 on April 24th

Where: Hotel Birger Jarl | Stockholm (venue hotel)

Who: All attending the summit on April 25th

How: Sign up in the survey being sent out to all participants a couple of weeks prior to the summit

*Terms apply (you need to register to join the dinner reception and if you cancel later than 7 days prior you will be charged the dinner cost price due to venue policies even if it was included in the ticket investment) Dinner is not included in a no cost ticket

CFO Outlook is organized by EBG | Network, a small company with big ambitions to make a difference. Enabling You to learn from peers and experts in an informal yet to-the-point environment. EBG aim to give You personal tools useful as a business professional and to help You grow and develop your organization.

During the pandemic, EBG enabled 129 online round table discussions. Having enabled hundreds in person since 2010 before that. CFO Outlook is the development coming from 14 years of business development insights and hundreds of discussions with finance and procurement organizations.

Do you want to learn more?

Contact Anna or Lars Bjärkerud today via anna@ebgnetwork.com | +46 73 581 93 02 or lars@ebgnetwork.com | +46 73 350 03 43

You can always find inspiration and a lot of free of charge material via ebgnetwork.com



Expert Organizations

A warm welcome to this years Expert Organizations sponsoring CFO Outlook 2024. They bring extensive know how from different areas, all there because they can help You and Your organization improve even further.



Since 2011, Celonis has helped thousands of the world's largest and most esteemed companies yield immediate cash impact, radically improve customer experience, and reduce carbon emissions. Its Process Intelligence platform uses industry-leading process mining technology and AI to present companies with a living digital twin of their end-to-end processes. For the first time, everyone in an organization has a common language for how the business runs, visibility into where value is hiding, and the ability to capture it. Celonis is headquartered in Munich, Germany and New York City, USA with more than 20 offices worldwide.

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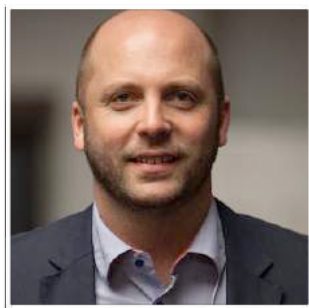
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Acumant, a global organization headquartered in Sweden, leads the way with its robust ESG and sustainability products and services, backed by expertise in Dynamics 365, Azure integration services, power platform, and generative AI. Our flagship ESG platform, ecoPRISM, revolutionizes sustainability management for enterprises by automating data collection, generating advanced insights, and facilitating scenario simulations for actionable strategies. With a SaaS-based approach, ecoPRISM empowers businesses to set and monitor ambitious targets while ensuring compliance with regulatory requirements, including the new CSRD regulation. As business leaders navigate their ESG transformation journey, ecoPRISM provides essential tools and expertise for sustainability success. Learn more about Acumant via acumant.com and ecoPRISM via ecoprism.com



Ivalua is a leading provider of cloud-based Spend Management software. Our complete, unified platform empowers businesses to effectively manage all categories of spend and all suppliers, increasing profitability, improving ESG performance, lowering risk and improving employee productivity. We are trusted by hundreds of the world's most admired brands and recognized as a leader by Gartner and other analysts. Learn more at ivalua.com. Follow us at [@ivalua](https://twitter.com/ivalua). Learn more via ivalua.com



EBG | Network take pride in bringing different competences together during summits. Do You want to learn how to highlight Your competences as an Expert Organization?

Contact me – Lars Bjärkerud today via [lars\(at\)ebgnetwork.com](mailto:lars(at)ebgnetwork.com) or +46 73 350 0343

Speakers & Moderators

A warm welcome to this years speakers and moderators at CFO Outlook 2024. Joining as a speaker or moderator mean sharing what They think is interesting to speak and share with You. No easy answers, no one size fits all but a great way to share ideas, lessons learned and compare how to develop ahead. Thank You to this years speakers and moderators!



Helena Liliefelt | Global Process Lead Record to Report | Husqvarna Group

Helena work as Global Process Lead, Record to Report at Husqvarna Group. Prior she has been Transactional service center manager, Accounts Payable Manager as well as Accounts Receivable manager. Prior to working at Husqvarna, Helena worked at IKEA Group and LRF Konsult.



Martijn Geerling | Managing Director, Advisory practice leader Europe | The Hackett Group

Martijn is a Managing Director with The Hackett Group and global practice leader for the Global Business Services (GBS) Advisory program and regional leader for Advisory services in Europe. I have 20 years of professional services experience in target operating model design, business process re-design, shared services development & outsourcing, digital transformation and benchmarking in back-office functions.



Catrine Backman | Finance Transformation Manager | NCC

Catrine is a former Management consultant in Performance Management and developing Finance functions, combined with many years' experience from Financial Control and Group Reporting in global manufacturing companies. Key competencies: Business Change Management and Project management with focus on Finance and Finance Operating Model (Organization, Roles & Resp, Governance, People & Skills, Systems and tools)



Jonatan Teigland | Team Leader Process Mining | Statkraft

Jonatan used to work as part of the Statkraft GBS organization (Global Business Services). Today he is part of the CFO office yet work closely with GBS as well as the business. Prior to working at Statkraft Jonatan worked at ISS Norway and Lumatek AS.



Karin Freyting | Business Developer Finance Development and Systems | Skandia

Karin work as a business developer helping achieve Skandia Finance's targets with a future-proof and data-driven Finance. Current focus includes development activities with the objective of putting into production and managing a new financial system. Karin has worked for several years in a line organization in a leadership role with tasks to develop and transform operations.



Anna Lagerhed | Global Manager People and Competence GBS | SSAB

Anna has 20 years of leadership experience, +6 years of RPA/IA experience & +HR & work environment skills. Anna has excellent track record in leading teams and developing individuals. She has implemented and led a full-scale Center of Excellence for RPA/Intelligent Automation and she has experience from multiple industries. Prior to working at SSAB, now as Global Manage People and Competence GBS, before that as Head of Intelligent Automation, Anna worked at Skanska, Aptor, TeliaSonera and Coor Service Management.



Susan Walsh | Founder & Author | The Classification Guru

The Classification Guru was founded in 2017 by the original Guru, Susan Walsh, and under her guidance the team has grown and gone from strength to strength - classifying data for every size of business you can think of, on an international scale, and in multiple languages.



Jesper Persson | Business Developer | Billerud

Jesper is leading the change and digitalization within Billerud Shared Services, which includes Accounts Payable, Accounts Receivable and Accounting & Reporting. Prior he led the project management and process improvement delimited to Accounts Payable. He was also included in an group-wide project as a Subject Matter Expert for Accounts Payable. Managed and completed a successful automatic matching project for Accounts Payable.



Antti Koski | Head of Finance Development | Finnair

Antti is a dedicated supply chain, procurement, and finance professional with over 15 years of experience enhancing operations and contributing to business success. His journey has been marked by successfully leading teams through complex projects, including the implementation of IT and business transformation programs, resulting in tangible efficiency improvements. Antti is deeply passionate about continuous improvement and LEAN methodologies, striving to foster a culture of innovation and collaboration within my current role. Committed to lifelong learning, I find joy in staying ahead of industry trends and technologies.



David Frydinger | Partner | Cirio Law Firm

David published the >>>book "["Spelregler för hållbar affärsverksamhet – lagar, kontrakt och moral"](#)" (freely translated to "Rules of the game for sustainable business operations – laws, contracts and morals") in October, to date only in Swedish. Learn more about what Cirio Law Firm focus on from a sustainability perspective to help support businesses. >>>Corporate Sustainability



Jari Paananen | Senior Solution Value Advisor | Basware

Jari is a customer oriented Product, Project and People manager who have a long and successful work experience to deliver good results in a matrix organization. He has over 15 years of experience in IT software and service implementation projects and solution consulting, presales and different kind of commercial activities with clients. Over 10 years' experience in business consulting, financial reporting, data management, business process development and performance measuring against different KPI's mainly in Purchase to Pay and Financial sector.



Hannele Palje-Rossi | Senior Vice President, Head of Global Business Services | Stora Enso

Hannele is a member of the Stora Enso Corporate Leadership team accountable for leading their newly established Global Business Services. She is accountable for ensuring that their Finance, HR and IT services improve scalability of their business, continuously optimize the cost of operations, drive synergies in the services, and provide improved access to data to support business decisions.





Teodor Bjurling | Value Engineer | Celonis

Teodor is enabling global enterprises to discover, comprehend, and capitalize on their most impactful value opportunities, unlocking millions of euros in business value. Teodor hold a Master of Science in Business Administration and E-Business from Copenhagen Business School, specializing in Data Science. Additionally, he possess a Certificate of Specialization in Leadership and Management from Harvard Business School Online.



Nagendra Siddoutam | CEO & Founder | Acumant

Nagendra is Managing Partner of Acumant, a niche solutions and services company that enables digital transformation using Microsoft stack of products. He also founded ecoPRISM, a platform that eases the process of reporting ESG data and transforms organizations using a data-driven approach. He has over 20 years of experience in sales and digital strategy, leveraging various technologies such as IoT, AR, ML, ERP, PLM, ECom, and Re Engineering.



Vishakha Goel | Head of Sustainability | Acumant

Vishakha have a background at EY, Mahindra Group, Skilancer Solar, Deloitte and Accenture. Since 2019 she has focused on sustainability development including Zero Waste, Scope 3, ESG and more. Today she work with the ecoPRISM platform, an all-in-one platform for automating sustainability data aggregation and using it for reporting and transformation purposes.



What do others think of EBG | Network summits?

Really good!

In words, it was worth it, really good and open discussions and insights, great meeting IRL. #NCC

People willing to share!

Relevant topics, engaging and inspiring presentations and open people, willing to share 😊 #Equinor

Great summit!

A great summit of interesting topics, which provides a great opportunity to network and discussion/enhance understanding of critical topics. #INTER IKEA Group

Thank you for a great and inspiring day

And thanks to all key note speakers, expert org.'s, round table moderators and participants. I enjoyed and learned a lot from all sessions during the day. #Orkla Foods

Fantastic!

Fantastic, it has been inspiring and positive atmosphere. #Trelleborg

It was good, and understanding that many other companies struggle with the same challenges. # Nordic Leisure Travel Group

Great possibility to discuss outside own organisation and learn from best in class companies. #Danish Crown

Great for networking and seeing what is happening in different industries, how the "feeling" is on the general economic development in Sweden and globally. #Quintus Technology

Stockholm Venue

dinner and the summit are held at

Hotel Birger Jarl | Birger Jarlsgatan 61A
Stockholm | Sweden

Hotel Birger Jarl has a perfect city location with subway nearby and walking distance to the city centre.

It can't get easier to get here! For you who come by car they offer a parking garage in the building with elevators up to the meeting floor.

EBG has secured a room discount - just say "EBG" when making your reservation.

>>Visit the conference website to find a map and overview over suitable hotel options

Will we see you?

Registration details

Voluntary dinner on April 24th (included in the registration investment *Terms apply)
Starting at 18:30-21:00

Main conference: April 25th
Starting with registration on the 25th at 08:00 and ending at about 17:00

Practitioner Investment

7 990 sek

(discounts available, visit summit website)

Consultants/system providers invest 16 990 sek
25% VAT added

Theme Discussions are chosen before hand and come at a first come first served basis. Choices can be changed at any time and will be noted on your name tag.

>>Register here or go to cfooutlook.com

Want to know more?

Call us today via +46 73 350 03 43

E-mail us via anna@ebgnetwork.com

or

lars@ebgnetwork.com

How about online?

CFO Outlook 2024 is only held onsite in Stockholm. All on stage sessions will be made available online for you who join the summit in Stockholm. Notes, slides and any other shared material will also be made available to participants via the summit Post Summit Page.



About organizer



The idea behind EBG | Network is as simple as it is a challenge. Gathering and sharing know how and best practice experiences from a sourcing, procurement and finance perspective. Bridging those organizational silos and recognizing that change is not easy and that change cannot happen as a single event in a single function expecting real results.

Through interviews, webinars, Online conferences and annual conferences in Stockholm, EBG | Network gather companies from across in the world, the most competent professionals we can think of and many of the most open minded and eager to learn expert organizations and peers possible.

We can only hope to see you - irl or virtually - welcome!

ebgnetwork.com