

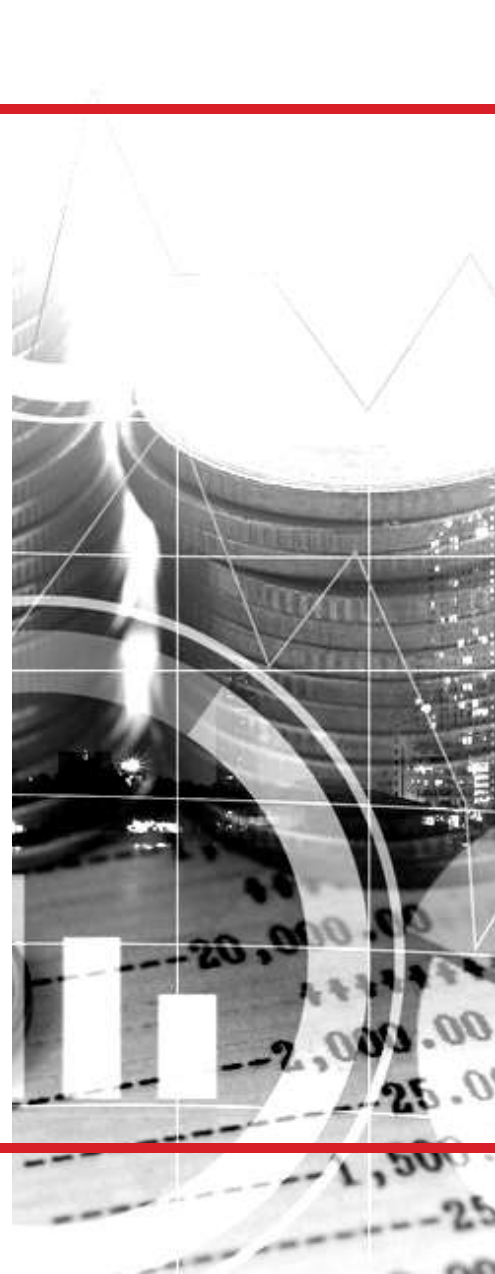
17 JAN
2019

The Leela Palace
Bengaluru

CFOENGAGE
Informed Decisions



The Rise of the CFO Strategist: Balancing Numbers & Know-How



Don't take our word for it: What past attendees said about previous Engage Editions?

CFOengage was a good event which created an opportunity for the people from finance world to interact and learn from each other and very well organized by programic asia. All the best to Programic Asia team for future endeavors.

HEAD (VICE PRESIDENT) - FINANCE, NDTV.COM AND CFO AT NDTV GADGETS

I must compliment Programic Asia team for this seamless event. It was a well hosted event and infact my personal experience with the team prior to the event was also wonderful.

Keep up the good work and would love to engage with Programic Asia in future events.

GROUP CFO AT PROPTIGER.COM, HOUSING.COM & MAKAAAN.COM

The event was fantastic and engaging. Could network through some good people and got to know about new technology. Planning of the event was excellent.

DIRECTOR FINANCE & COMPLIANCE

KARL STORZ ENDOSCOPY INDIA



THE RISE OF THE CFO STRATEGIST

overview

The role of a CFO is expanding, which at times encompasses technology, risk compliance, cyber security, digital transformation, big data and analytics, and on and on. More and more, financial executives are stepping into crucial roles, working side by side with top management in strategizing and designing growth opportunities, and implementing and assessing them. Increasingly, the CFO must take on the role of a full partner and advisor to the CEO. Their responsibilities, both inward and outward facing, are greater than ever in a business that seems to multiply complexity at break neck speed. More and more companies want their CFO to be the go-to person who helps shape the overall strategy of the organization, with both the company's end goals and financial well-being in mind. Beyond crunching figures, they have to spot profitable business opportunities, navigate complex merger & acquisition issues, besides crafting long-term management strategies, and hone their communication skills to be able to put their vision across. For this, they require a deeper understanding of strategy, and a flair for leadership and communication.

There are several reasons CFOs have become central leadership figures. First, there is now instant access to information, which allows them to make tactical decisions in real time. Also, complex new regulations have required finance professionals to step in to guide organizations to ensure compliance. Finally, there is an unparalleled amount of competition from digital disruptors – and this has solidified a company's finance function as a core part of the business. The role today also requires greater technical know-how to be ready for markets that move at the speed of automated buying, as they navigate financial markets and volatility that can be downright frightening.

As CFOs take the role of 'innovation catalyst' in their stride, there is an enormous opportunity for them to harness their deep understanding of the numbers that underpin the business to take a hands on approach to driving revenue and competitive edge. As new technologies continue to evolve, they appear to be more firmly entrenched in the DNA of today's Chief Financial Officer. Technologies apart, the event will also be bringing together financial leaders to present best practices in creating efficiencies and enhancing finance department's strategic value across the whole enterprise.



AGENDA

9:15 - 9:30 Opening Remarks by CFO Engage

9:30 - 10:00 Opening Keynote: Are today's CFOs ready for tomorrow's demands on finance?

The modern day CFO, though equally conscious of the bottom line does not think linearly. They are more open to risks, place their bets on innovation and are spurring their companies to increase capital spending on R&D and future centric projects. All thanks to the rising and all pervasive influence of technology. Hear from an industrial thought leader on how Indian CFO's are preparing their team for a 'future-ready' finance function.

10:00 - 10:30 Partner Presentation

10:30 - 11:00 Partner Presentation - TMF Group

11:00 - 11:30 Networking, Scheduled Meetings and Coffee Break

11:30 - 12:30 Panel Discussion: The Evolution of the Finance Function & How to Proactively Foster and Cultivate Change

- Streamlining processes to stay ahead of the competition: evaluating emerging and potentially disruptive technologies for integration
- Enabling precise cost and profitability analysis of business units: spotting under-performing assets in near real time and identifying new business opportunities
- Building collaborative working relationship to get buy-in from top management and support from other business units

12:30 - 1:00 Partner Presentation

1:00 - 1:30 Partner Presentation

1:30 - 2:30 Networking, Scheduled Meetings & Lunch

2:30 - 3:30 Panel Discussion - The curious case of skills gap in FP&A, and what it will take to close it?

FP&A chiefs are facing a gap between the talents they need to move finance to its next level and what they have access to in the market place. They consistently point to this gap as one of their major obstacles to adding greater value to management. This session explores the top skills CFO's look for and will address:

- Where is the gap: while data analytics and problem solving skills are strong, there is a lack of finance professionals with the right balance of business acumen, reporting skills and ability to manage others
- How to attract and retain best-in-class talent: finding the skills needed to drive change and improve strategic decision making is difficult, retaining that talent within the business is becoming even more challenging
- What can finance leaders do to close the gap: empowering staff with the right resources and tools to spend time on value-added initiatives

3:30 - 4:00 Partner Presentation

4:00 - 5:00 Panel Discussion: Digital CFOs are here: Why the CFO has clear stake in enterprise IT strategy

The CFO is responsible for managing the risk created by or impacting their finance operations, and cyber security is no different than any other risk assessment that a CFO needs to perform in order to keep the finance department running smoothly.

Applying a root cause approach is very relevant in this case as it will help find the weakest link, but it is important to not stop at IT impacts. To understand the real exposure of each vulnerability, roll up the risk chain and assess the business, strategic and also operational impacts resulting from a data breach.

5:00 - 5:15 Closing Remarks & Evening Coffee

PARTNERS

Oct 25-26,2018/ Mumbai

TITLE PARTNER



PLATINUM PARTNERS



GOLD PARTNERS



EXPENSE AUTOMATION PARTNER



SILVER PARTNERS



SPEND MANAGEMENT PARTNER



CREDIT RISK PARTNER



ASSOCIATE PARTNER



PARTNERS

July 12-13,2018/ New Delhi

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



CREDIT RISK PARTNER

