

# THE CFO EXECUTIVE CIRCLE

GATHERING THE MOST BRILLIANT MINDS IN FINANCE MANAGEMENT

Personal Invitation to an  
Exclusive Debate & Experience Sharing on:

## HOW DO DISRUPTIVE TECHNOLOGIES REALLY AFFECT AND RESHAPE THE CFO AGENDA

How should CFOs embrace disruptive technologies to create new finance models and value



Wednesday 20 May 2015 at 17.15

Executive Lounge of Golden Tulip Airport Hotel, 1831 Diegem

CFOs are quite familiar with technology as they rely on ERP solutions and select applications for long to improve the efficiency and standardization of finance processes. But today's disruptive technologies in big data, analytics, cloud, virtualization, intelligent networks and mobile computing irreversibly reshape the way finance works, communicates and delivers. Once an enabler, technology becomes a real finance transformer by accelerating the move from transactions processing to support for growth and innovation. Clearly, there's an enormous opportunity for CFOs to embrace new technologies as a true 'game changer' to not just improve finance efficiency, but also value creation. The options are numerous and the choices often delicate, but the promises are worth the challenge and the journey.

You are cordially invited to join this exclusive debate for sharing thoughts and confront best practices on how disruptive technologies transform the role and mandate of finance. The session will be introduced by a panel of CFO-peers including:

- Mr. Werner Jacobs, Chief Financial Officer, De Lijn
- Mr. Guido Peiffer, Sr. Finance Advisor and former CFO at Fabricom-GDF Suez
- Mr. Bernard Poncelet, Chief Financial Officer, Boortmalt

This executive-level debate will address, among others:

- > Cloud, big data, mobile: how should CFOs harness the benefits from a transactional & transformational point of view?
- > How can disruptive technologies really help creating new finance delivery models and value creation?
- > How to best serve digital customers and fulfil their expectations from a finance point of view?
- > Could -or should- finance become more technology-driven than people-led?
- > New paths to growth, revenue velocity, innovation...: how technology reshapes the role of the CFO within and beyond finance?



## PRACTICAL INFORMATION

### > About the CFO Executive Circle

Created in 2013, the CFO Executive Circle gathers Belgium's financial decision-making elite within an exclusive, top-level think-tank to share experiences, learn from best practices, and confront opinions on key finance and business transformation challenges. Voluntarily limited to a small and drastically selected group, rejecting any commercial and academical speeches, and accessible upon personal invitation only, its unique concept creates and maintains an unparalleled level of effectiveness, interaction and knowledge sharing with CFO peers, get inspirations from real-world cases, and stimulate networking at the highest level within a collaborative environment.

### > Timing

- 16.45: Welcome
- 17.15: Introduction panel, debate and insights
- 19.30: Cocktail & Executive Dinner
- 21.15: End of the session

### > Venue

This session will be held in the Executive Lounge of the Golden Tulip Brussels Airport Hotel, Bessenveldstraat 15, 1831 Diegem (between the airport and Nato). Golden Tulip has private parking facilities.

### > Language

French, Dutch or English, at participants' best convenience

### > Admittance

You are invited, as a VIP Guest and at no charge, by Intensum.  
This invitation is personal and not transmittable.

### > Registration

Please complete the registration form below and return it by either fax or post to the secretariat of the CFO Executive Circle, av. Antoinette Herlin 5, 1310 La Hulpe. Tel/Fax: 02-672 37 72 –  
Email: [secretariat@executivescircle.org](mailto:secretariat@executivescircle.org)

## REGISTRATION FORM

Name, First name: .....

Position: ..... Company: .....

Professional email: ..... Tel: .....

Address : .....

Please register me for the session of the CFO Executive Circle:

Wednesday 20 May 2015: How disruptive technologies really affect and reshape the CFO agenda

→ I will stay for the Executive Dinner:  yes  no

I am invited, as a VIP Guest, by:



IN COLLABORATION WITH :



PRIME PARTNER



ASSOCIATE PARTNERS

