



# Financial Excellence



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



**Financial Excellence with Game Changers, presented by SAP**  
Tuesday at 7 AM Pacific /10 AM Eastern  
**August 19th 2014: Special Encore Presentation: Innovating for the New Finance Organization**

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The buzz: Change. Managing the roles and functions of Finance can be challenging, from compliance complexities and managing cash, to closing the books and building business plans, while contending with economic, regulatory and competitive forces and internal customers. Software vendors are trying to help Finance run more efficiently and cope with constant change. The experts speak. Rob Kugel, Ventana: "Never ask of money spent, where the spender thinks it went. Nobody was ever meant, to remember or invent, what he did with every cent." (Robert Frost). Renee Ford, Accenture: "The first ru

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### Featured Guests



#### Robert Kugel

Since 2003, Robert Kugel has led the Office of Finance and Business research practice at Ventana Research focusing on the intersection of information technology with the finance and accounting to line-of-business departments. He has been a technology analyst for 30+ years, with the perspective that brings, but the practice is focused firmly on what's next. His research covers the full range of finance functions (accounting, FP&A, tax, purchasing and corporate finance) along with the software that supports these functions such as ERP, performance management, tax provision, but also in price optimization and S&OP. Previously, Robert was an equity research analyst (Credit Suisse, Morgan Stanley

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#### Renee Ford

Renee Ford, a managing director in Accenture's SAP practice, has over 18 years of experience in large, complex ERP delivery.

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#### Birgit Starmanns

Birgit Starmanns is the Global Head of oCFO COE Thought Leadership Strategy and Programs for Finance and Risk. As such, she is responsible for driving the Global COE Thought Leadership initiatives with a focus on market-facing content and programs to extend SAP's market-leading brand reputation in Finance and Risk, while collaborating and providing scale through coordination with both internal and external teams. Her functional experience is in finance and management accounting, including SAP S/4HANA Finance, core SAP ERP and SAP EPM, and new technologies such as machine learning and cloud. Birgit has over 30 years of experience across the Center of Excellence (COE), solution marketing, solu

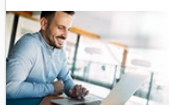
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