

Co-Located Conference Schedule

Visit www.biaconference.com and www.sapcentricfinancials.com for the most up-to-date agenda and CPE information.

| Pre-Conference - Monday, March 11 | | | | | | | | | | |
|--------------------------------------|---|--|--|--|--|--|---|---|---|--|
| 12:00 PM | Registration Opens | | | | | | | | | |
| | BIA PRE-CONFERENCE SESSION 1* | | | BIA PRE-CONFERENCE SESSION 2* | | | FIN PRE-CONFERENCE SESSION 3* | | FIN PRE-CONFERENCE SESSION 4* | |
| 1:00 PM | Data Visualization and Dashboards with SAP Analytics Cloud and Application Design Ingo Hilgefert - Chief Product Expert, SAP | | | Design Reports Like a Professional: The New SAP BusinessObjects Web Intelligence Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP | | | Predicting Future Financial Performance Using Machine Learning JS Irick - Principal Consultant, TruQua | | Driving Your Digital Finance Transformation Pete Graham - Director of Finance Solutions and Mobility, SAP John Froelich - VP of Strategy, Bramasol Inc. Tom Anderson - SAP Real Estate Management Lifecycle Solution Owner, SAP | |
| 5:00 PM | Welcome Reception | | | | | | | | | |
| Conference Day 1 - Tuesday, March 12 | | | | | | | | | | |
| 7:30 AM | Breakfast and Exhibition Viewing | | | | | | | | | |
| 8:30 AM | Conference Welcome | | | | | | | | | |
| 8:40 AM | Keynote The Intelligent Enterprise and the Future of Decision-Making Ivo Bauermann - Global VP, SAP Analytics, SAP Kate Wright - Head of Development for Predictive in SAP Analytics Cloud, SAP | | | | | | | | | |
| 9:20 AM | Keynote Improving Insights into Customer and Product Profitability at Borchers Jonathan Mortlock - Chief Information Officer, Borchers | | | | | | | | | |
| 9:50 AM | Refreshments and Exhibition Viewing | | | | | | | | | |
| | TRACK 1: STRATEGY AND ROAD MAPS | TRACK 2: CLOUD ANALYTICS | TRACK 3: ON-PREMISE ANALYTICS | TRACK 4: HYBRID ANALYTICS | TRACK 5: FINANCE ANALYTICS | TRACK 6: SAP S/4 HANA CENTRAL FINANCE | TRACK 7: INNOVATION IN FINANCE | TRACK 8: CORE FINANCE | TRACK 9: HANDS-ON SESSIONS * | TRACK 10: SAP FEEDBACK FORUM |
| 10:40 AM | One Simple Cloud: SAP Analytics Cloud Strategy and Recent Innovations for End-to-End Analytics Ty Miller - VP of SAP Analytics Product Management, SAP Jacob Stark - Director of Product Management, SAP | Spreading the Love: Cloud-Based Self-Service Analytics on the Fly Frikkie Koen - Solution Architect, KMG Chemicals | Journey from Descriptive Analytics to Predictive Analytics Balaji Sundaram - Reporting Analyst, Benjamin Moore | Delivering Real-Time Consolidated Views of Critical Operations, Financial Performance, and Patient Data at Parkland Hospital Clay Townsend - Enterprise Data Architect, Parkland Health & Hospital | SAP BusinessObjects Live Office: Creating a Real-Time Project Cost Accounting System Renfeng Ma - Principal Data Architect, Sedgwick Country Government | The Concept Behind Central Finance: Its Value Drivers, Key Use Cases, and Adoption Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP | Dos and Don'ts of Cloud Adoption for Finance Erik Goodman - Director of Global Financial Business Processes, Lam Research Greg Stimpson - VP of Financial Management Solutions, Method360 | Finding the Cure for an Increased Volume of Invoices Renee Genco - Assistant Director, Accounts Payable Shared Services, Johns Hopkins Enterprise | Experience the New SAP BusinessObjects Web Intelligence Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP | Get exclusive access into what's coming next from SAP's finance portfolio, and have the opportunity to provide feedback at the SAP Feedback Forum. Forum sessions will focus on topics where SAP is currently designing new solutions or making significant product enhancements. |
| 11:30 AM | Evolving Business Analytics to Be Digitally Relevant Andrew Mayes - Head of Business Intelligence and Data Science, Pick n Pay Retailers | SAP Analytics Cloud: Enabling Business and Its Users in a Matter of Weeks Jonathan Mortlock - Chief Information Officer, Borchers | How Callaway Golf Innovates Production Performance Through Plant Maintenance Reporting in SAP BI Ajaykumar Sugumaran - Senior SAP BI Developer, Callaway Golf | Hybrid Analytics Strategy and SAP Analytics Hub Overview Adrian Westmoreland - Product Manager, SAP | A Budget Makeover Story: Improving the Business Users Experience Wendy Krause - Lead, Analytics Center of Excellence, Salt River Project | SAP Central Finance Deployment and Key Takeaways Customer Speaker TBD | Machine Learning for Finance and Risk Birgit Starmanns - Senior Director, Global Center of Excellence, Finance and Risk, SAP | A Sigh of Relief After Gaining Compliance with New Indirect Tax Law Changes Danny Cox - VP of Finance, Rio Grande Scott Peterson - VP of U.S. Tax Policy and Government Relations, Avalara | | |
| 12:10 PM | Lunch and Exhibition Viewing | | | | | | | | | |
| 1:10 PM | SAP BusinessObjects Web Intelligence Road Map Gregory Botticchio - Product Manager, SAP Pascal Gaulin - Product Expert, SAP | The Good, the Bad, and the Ugly to Planning for an SAP Analytics Cloud Deployment Stephen Sydow - IS Development Leader, Milliken & Company Abe Iruegas - SAP Practice Leader, Microexcel | How the FDA Reduced the Cost and Enhanced the Performance of SAP BusinessObjects Rajesh Sripada - Director, Business Intelligence and Data Management, FDA Matvey Shkiler - Technical Lead, BusinessObjects, FDA Bruno Masek - VP of Sales, GB & SMITH | Nortek HVAC's Journey to SAP Analytics Cloud and Lessons Learned from Hybrid Analytics Strategy Adam Knollmeyer - SAP Analytical Reporting Analyst, Nortek Global HVAC Anil Bavaraju - Managing Partner/SAP Data Analytics Lead, Optimum Consulting | A Beginner's Guide to SAP Analytics Cloud for Business Planning Pravin Datar - Senior Director, SAP Product Management, SAP | SAP S/4HANA Analytics and Business Process with Central Finance Project Customer Speaker TBD | Position Your Company For Emerging Technologies Michael Crawford - Senior Corporate Treasury Manager, The Mosaic Company | Why a Treasury Management System (TMS) is Not Enough Dirk Schreiber - Head of Group Treasury, Fresenius SE & Co. KGaA | SAP Analytics Cloud for Beginners Ingo Hilgefert - Chief Product Expert, SAP | |
| 2:00 PM | SAP BW/4HANA: Overview and Roadmap Lothar Henkes - VP of Product Management, SAP Josh Djupstrom - Product Management Expert, SAP | If You're Happy and We Know It: Measuring Citizen Satisfaction with SAP Analytics Cloud Jonathan Andrews - Area Director, Service Canada | How Crocs is Rockin' BI Releases: A Journey to Scrum and Kanban Shelly Rahe Gordon - Manager BI/BW, Crocs | Pack Your Bag (but Your Data Stays Home): Driving Hybrid Innovation GovCloud Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies | How Leprino Foods is Creating Cost-Effective, Near-Real-Time Reporting Dashboards within SAP Mark Teller - Associate Director, IT Applications Leprino Foods | Central Finance at Hershey: Integrated Financial and Management Reporting, and so Much More John Zimmerman - Director, Financial Data Systems, The Hershey Company | Karl Storz's Journey to Next-Generation Consolidation Simon Heeps - Senior Business Analyst, Karl Storz | Your Accountants Want to Make Month-End Close Better. Let Them! Dustan Daniel - Manager, Financial Accounting, Lincoln Electric System | | |
| 2:50 PM | How SAP Analytics Cloud Makes You Smarter Richard Mooney - Head of Product Management, Predictive Analytics, SAP | Making the Right Connections with SAP Analytics Cloud Scott Livingston - Director of IT, Connectrac Alan Golding - Solution Consultant, APOS Systems | How the City of Toronto Pioneered a Transformational HR Dashboard that Executives are Embracing Genevieve Zletni - E-City Management Consultant, City Manager's Office, City of Toronto Gino Terrigno - SAP BI Solution Architect, City of Toronto | SAP Analysis for Microsoft Office Beta Testing: A Customer's Experience Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor | Leveraging SAP Analytics Cloud with SAP BPC for Extended Planning, Reporting and Analysis Tom Chelednik - Global Solution Manager, SAP Analytics Cloud, SAP | Carlisle SAP Central Finance Project Customer Speaker TBD | Pilkington's Journey to Improved Efficiencies and Increased Visibility Within Their Financial Close Process Jayme Finkler - Senior Accountant/BlackLine System Administrator, Pilkington North America Liz Feltman - BlackLine Practice Lead, SandPoint Consulting | Verizon's Story of Standardizing and Improving Financial Uploading Processes Robert James - Lead System Specialist, Database Analyst, Verizon | | |
| 3:30 PM | Refreshments and Exhibition Viewing | | | | | | | | | |
| 4:30 PM | Keynote Performing in a Stressed-Out World Joe Burton - Founder and CEO, Whil Concepts Inc. | | | | | | | | | |
| 5:15 PM | Evening Reception featuring Book Signing <i>Meet and Greet</i> with Joe Burton | | | | | | | | | |

* Pre-Conference Sessions are optional, an additional cost, and separately bookable

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| Conference Day 2 - Wednesday, March 13 | | | | | | | | | | |
|--|---|---|--|---|--|---|---|--|--|--|
| 8:00 AM | Breakfast and Exhibition Viewing | | | | | | | | | |
| 8:00 AM | Breakfast Session | How Lockheed Martin Reduced Cost, Increased Automation and Improved Visibility for Self-Service Reporting Vino Kingston - Data and Analytics Manager, Lockheed Martin Missiles & Fire Control Nathan Crook - Sales Director, GB & SMITH | | | | | | | | |
| 9:00 AM | Conference Welcome | | | | | | | | | |
| 9:10 AM | Keynote | Next-Gen Finance Platform: Unlock Business Value Using Intergrated and Intelligent Analytics Rajeev Kapur - Chief Data Officer, Kimberly-Clark Corporation | | | | | | | | |
| 9:40 AM | Keynote | Keynote: S/4 as a Finance Business and Merger Integration Platform Customer Speaker TBD | | | | | | | | |
| 10:10 AM | Keynote | Digital Business: Tomorrow is Already Here Andy Bitterer - Chief Analytics Evangelist, SAP | | | | | | | | |
| 10:40 AM | Refreshments and Exhibition Viewing | | | | | | | | | |
| | TRACK 1: DASHBOARDS AND VISUALIZATIONS | TRACK 2: CLOUD ANALYTICS | TRACK 3: ON-PREMISE ANALYTICS | TRACK 4: ANALYTICS STRATEGY | TRACK 5: FINANCE ANALYTICS | TRACK 6: SAP S/4HANA | TRACK 7: FINANCE AUTOMATION | TRACK 8: CORE FINANCE AND PLANNING | TRACK 9: HANDS-ON SESSIONS* | TRACK 10: SAP FEEDBACK FORUM |
| 11:40 AM | University of Florida's Successful Adoption of Interactive Drillable Dashboards Mishall Khalid - BI Analyst, University of Florida Shands Hospital | Tactical Tips and Tricks for Effective Story Design Using SAP Analytics Cloud Will Gagne - BI Specialist, Amercan Hotel Register Jacob Stark - Director of Product Management, SAP | The Road to HANA: A Story of Twists and Turns to a Beautiful Real-Time Platform John Clapper - Business Intelligence Analyst, Mobile Mini | Leveraging Your Investment in SAP BusinessObjects Enterprise with SAP Analytics Cloud Jérôme Ivain - Solution Manager, SAP | Intelligent FP&A: Leveraging SMART Features within SAP Analytics Cloud to Improve Decision-Making and Results Scott Godfree - Product Manager, SAP | What Toyota Learned Defining Their Roadmap from SAP ERP ECC 6.0 to SAP S/4HANA Suzanne Harilall - Senior Manager, Finance Systems and Business Development, Toyota South Africa | Invoice-to-Pay Digital Transformation: The Toro Company Case Study Ben Roberts - Senior Business Analyst, The Toro Company Mani Ramaswamy - Chief Solutions Officer, Optima Consulting | Great-West Financial's Journey to SAP Business Planning and Consolidation (BPC) on HANA Aileen Tynan - Senior Manager, Finance Modernization, Great-West Financial | Build Your Hybrid Analytics Portal with the New SAP Analytics Hub Sylvain Riboud - Director, Global Business Intelligence Adoption Lead, SAP | Get exclusive access into what's coming next from SAP's finance portfolio, and have the opportunity to provide feedback at the SAP Feedback Forum. Forum sessions will focus on topics where SAP is currently designing new solutions or making significant product enhancements. |
| 12:30 PM | Effective Data Visualization Ingo Hilgefort - Chief Product Expert, SAP | Implementing SAP Analytics Cloud: Best Practices and Lessons Learned Eric McGee - Director, Data and Analytics Delivery, Andeavor Graham Jordan - Director of Consulting, Planning, and Financial Management, Method360 | Self-Service Analytics Using an App Developed with Lumira Designer Alonso Arteaga King - Director, IT Information Services, Chamberlain Group | Seamless User Experience via Integrated Application Reporting Using RESTful Kevan Adlard - Developer, Information Management, Treasury Board, Canada Secretariat | Embedded Analytics with SAP S/4HANA Juergen Butsmann - Global Owner of SAP Embedded Analytics, SAP | Compliance Integration with S/4HANA Cloud Shiguo Wang - Chief Product Owner of Risk Management, Process Control, and Audit Management, SAP | Empowering Managers with Self-Service, Real-Time Financial Reports Dan Auber - Enterprise Capability Manager, Auckland Transport, Auckland Council | Measuring the Unmeasurable Using SAP S/4HANA Ashish Tewari - Manager, Deloitte Consulting | | |
| 1:10 PM | Lunch and Exhibition Viewing | | | | | | | | | |
| 2:10 PM | Analyzing Product and Customer Data Using SAP Lumira, Designer Edition, at Kellogg's Elizabeth Tenney - Manager, Sales Systems, Kellogg's Abhishek Jain - Senior Managing Consultant and Data Visualization Practice Lead, Teklink International | Application Design with SAP Analytics Cloud: Overview and Roadmap Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor Jie Deng - Product Manager, SAP | How are LEGO's and a BI Self-Service Program Related? Jeff Stout - Senior Manager Business Intelligence, C Spire | Panel Discussion: The Future of Business Intelligence Jonathan Andrews - Area Director, Service Canada Heather Sinkwitz - Business Intelligence Manager, Mobile Mini Renfeng Ma - Principal Data Architect, Sedgwick Country Government Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies | SAP Analytics Cloud Planning for an Integrated Enterprise Matthias Kraemer - Head of SAP Analytics Cloud Planning, SAP | How to Use FP&A as the Stepping Stone to S/4 Transformation | Conquer the Inefficiencies in Your Invoice-to-Pay Process Enrique Leon - Director, North America IT, American Sugar Refining | Maintaining Financial Close Confidence During Transformation Sue Callison-Fender - Senior Manager Accounting Systems, Energy Transfer Molly Boyle - Finance Transformation Expert, BlackLine | Advanced Finance Planning Features in SAP Analytics Cloud Scott Godfree - Product Manager, SAP Pravin Data - Senior Director, SAP | |
| 3:00 PM | Killer Presentations: Bringing Model Output to Life with Data Storytelling Kristen Kehrer - Senior Data Scientist, Constant Contact | Connecting Live to Your Enterprise Data with SAP Analytics Cloud Eric Yew - Product Manager, SAP | USPI's Self-Service "Enterprise BI" Portal David Behr - VP, Business Intelligence, United Surgical Partners International Noe Garcia - Manager, Business Intelligence, United Surgical Partners International | Win Over Your Organization Through the Harmonization of People, Process and BI Technology Mustafa Mustafa - Senior Director, IT, Ferrara Candy Company | IT: Ally, Adversary or Something Entirely Different JJ McClelland - Director of Finance, Classic Hotels & Resorts | Get Started on Your SAP S/4HANA Migration John Froelich - VP of Strategy, Bramasol Robert Seifert - SAP Applications Owner, Esri | Optimize and Secure SAP Integrated Payments to Maximize Savings Nari R. Thouda - Senior Managing Architect, Retail Business Platforms, Vistra Energy Eric Bushman - VP of Solutions Engineering, Paymetric, a Worldpay Company | Panel Discussion: Empowering Finance Users with Self-Service Reporting in Excel: SAP Customer Success Stories Dustan Daniel - Manager Financial Accounting, Lincoln Electric System <i>Moderator:</i> Shari Alexander - SAP Territory Manager, Excel4apps - an insight software company | | |
| 3:40 PM | Refreshments and Exhibition Viewing | | | | | | | | | |
| 4:00 PM | Conference Wrap-Up | | | | | | | | | |

* **Hands-On Sessions** are an additional cost and separately bookable.

For more information regarding administrative policies such as complaint and refund, please contact our office at 914-509-5354.