

RADIANCE

— 2 0 2 2 —

LARGEST IN-PERSON CONFERENCE
FOR THE OFFICE OF THE CFO

Accounts Receivable

Treasury

Accounting

NISSAN STADIUM, NASHVILLE, TN
Home of the Tennessee Titans

APRIL 25-27, 2022

1000+

Finance &
Accounting
Professionals

50+

Peer-Led Sessions,
Workshops And
Panel Discussions

1:1

Networking
Opportunities

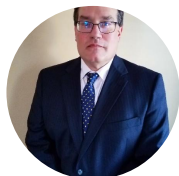
3

Days of
Learning and Fun

REGISTER NOW



SPEAKERS



Raymond Dobrosky

Controller



Kelly Grieshop

Treasurer and Small Business Owner



Sara Palmer, CTP

VP Treasury Management | Eastern Markets



Susan Aiello, CTP, AAP

Senior Vice President, Treasury Management



Jacob Whetstone

Director, Invoice to Cash



Jana Vondran

Senior Vice President, GBS



Craig Henzel

Senior Partner



Samir Bagri

Global Director, GBS



Jennifer Sheffel

Treasury Manager



Ehren Moeller

Senior Manager



Craig Jeffery

Managing Partner



Robert Vettoretti

Managing Director



Kevin Permenter

Research Director



Paul Bramwell

Managing Director, Financial Services Technology Consulting



Shawn Ryan

Partner-Working Capital



2:00 PM – 2:20 PM

Keynote

The State of Order to Cash: Insights from SSON and the Latest Gartner Magic Quadrant

The writing is on the wall! Gartner proclaims that order to cash has become a top digital transformation focus area in the office of the CFO. This has been driven by an increased focus on customer experience and the last two years exposing serious pitfalls in how receivables are managed today. Featuring insights from the 2022 Gartner Magic Quadrant for Invoice-to-Cash and Survey by SSON, this session dives into:



highradius

Tim Fogarty
AVP Digital Transformation

- The abysmal state of the order to cash over the last 2 years
- Order to cash transformation from a CFO's lens
- Gartner's take on the 5 A's of digital capabilities reshaping digital transformation
- The road ahead for order to cash digital transformation

2:30 PM – 3:00 PM

From DOS To Metaverse(?) : Evolution of Treasury Technology



Join Paul Bramwell and Valerio Trinchi to explore the future of treasury with emerging technology and how it is creating a profound impact on the treasury landscape.



EY

Paul Bramwell
Managing Director, Financial
Services Technology



highradius

Valerio Trinchi
AVP, Growth Initiatives, Treasury

- Understand 4 aspects of treasury technology: Timeliness, Scalability, Accuracy, and Ease of work.
- Learn about the strategic growth of treasury by virtue of modern technology and where it is headed in the future.
- Learn the 4-E framework to stay ready for the new age technology

3:10 PM – 3:40 PM

Treasury Product Session

Churros/Networking Break

3:10 PM – 3:40 PM

4:30 PM – 5:00 PM

Treasury 2025: Top Initiatives of World-Class Treasuries



Join this session to lay the foundation for a "future-ready" treasury that can help to navigate uncertainty while simultaneously looking for emerging opportunities with emerging technology.



Deloitte

Ehren Moeller
Senior Manager



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Valerio Trinchi
AVP, Growth Initiatives, Treasury

- Benchmark your treasury department's performance against the best-in-class companies
- Evaluate emerging technology options such as cloud, API to overcome process inefficiencies
- Learn the shift in responsibilities from reconciling cash positions to support fiscal decision-making with better visibility

9:15 AM – 9:45 AM

Keynote

Working Together: Guide to Enabling Successful Digital Transformation In The Office of the CFO

With an accelerated movement towards “digital” in the office of the CFO, it is important to get the facts right. Digital Transformation is challenging. It requires a lot of coordination with multiple stakeholders, and it is quite prone to failure (both in the short and the long term) unless planned well. In this session, you will get diverse perspectives from our panelists on:



Kevin Permenter
Research Director



Samir Bagri
Global Director, GBS



Kyle Prestidge
Director of Accounting



Jared Lane
VP of Digital Transformation

- What metrics and areas must one highlight to their CFO for securing an automation project buy-in?
- How should companies evaluate the success of their finance transformation projects in the long run?
- What are some of the course corrective actions that one can drive if the transformation project is not delivering the desired value?

9:45 AM – 10:15 AM

Keynote

Diversity, Equity, and Inclusion in Finance Leadership

For our most needed keynote, we will have a panel of experts talk about:



Michael van der Steen
VP Global Service Owner Order to Cash



Pamela Tyler
VP, Credit and A/R



Jana Vondran
Senior Vice President, GBS

- Diversity and Inclusion is not just about moral obligations, but its also good business sense
- What are leaders doing to recruit, develop and retain diverse talents in their workforce
- How far is an inclusive world, and how do we get there sooner?

Networking Break

10:15 AM – 10:35 AM

10:35 AM – 11:05 AM

Treasury Product Session

Guided Stadium Tour

11:20 PM – 11:50 PM

Visit Demo Stations

11:50 AM – 12:10 PM

Lunch and Networking

12:10 PM – 1:00 PM

1:10 PM – 1:40 PM

Keynote

The End of B2B SaaS Software

Despite tremendous evolution in the recent decades, B2B software today leaves much to be desired. A closer inspection of most leading software solutions will help us understand that all these systems have done is that they have transitioned the workplace from having paper and filing cabinets to having electronic systems of record. But this is not what we want the future to be. The need today is for B2B software to evolve beyond the historical CRUD (Create-Read-Update-Delete) capabilities and deliver real value to future-ready enterprise businesses. Join Sashi Narahari, Founder and CEO at HighRadius, for his keynote session where he will:



highradius

Sashi Narahari

Founder & CEO

- Dive deep into the future of software, and the need for convergence between B2B and B2C technology experience
- Highlight why value attainment remains elusive for most business leaders adopting B2B technology in the real world
- Talk about the evolution of the tech ecosystem (software buyers, tech vendors, BPMs, advisory firms, implementation partners) to ensure Speed to Value

1:40 PM – 2:25 PM

Keynote

dotONE Pioneers Award Ceremony For HighRadius Customers

Inaugural felicitation ceremony where a panel of experts will evaluate all nominees, and share the list of winners for the following award categories:



- dotONE Working Capital Impact Award
- dotONE Automation Excellence Award
- dotONE Global Transformation Award
- dotONE End-to-End O2C Optimization Award
- dotONE Finance Visionary Award

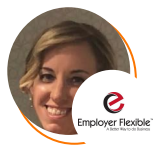
2:50 PM – 3:20PM

Success Story – How Employer Flexible Leverages Cash Forecasting Insights for Strategic Mergers and Acquisitions

Learn how Employer Flexible leveraged AI-enabled cash forecasting to support its expansion.



Raymond Dobrosky
Controller



Kelly Grieshop
Treasurer and Small Business Owner

- Understand how accurate cash visibility helps a professional employer organization (PEO) in dealing with expanding client base.
- Learn how cash forecasting enables a business to deal with sudden cash outflows without encroaching credit lines.
- Get an in-depth view of how a scalable solution aids in strategic expansion of a business.

3:30 PM – 4:00 PM

Success Story: Scaling up Receivables Forecasting at Danone North America with Artificial Intelligence

Struggling with spreadsheet-driven forecasting, managing multiple entities and banks, Danone North America could only forecast receivables every six months. Moreover, with the existing process failing to capture deductions and customer payment behavior, they had to rely on assumptions. Learn how Danone NA has set out to perfect its receivables forecasting process where it can now predict with 96% accuracy across business entities.



Jacob Whetstone
Director, Invoice to Cash

- Shifting to a daily centralized reporting from a spreadsheet-driven process
- Contributing to the efficacy of treasury reports by including A/R forecasts
- Understanding AI use-cases in capturing customer deductions and early payments into the forecasts

F&B Break**4:00 PM – 4:20 PM**

Approved for up to 9.8 CTP/CCM recertification credits by the Association for Financial Professionals.

4:20 PM – 4:50 PM



Women in Treasury

It is rightly said that while women are individually strong, collectively they are powerful. And this is quite relevant in the current scenario where women's representation in treasury is still unbalanced. Women are now resolved to break the figurative glass ceiling that barred them from entering strategic treasury roles even if they possessed the requisite skills and talent.



Sara L Palmer

VP Treasury Management |
Eastern Market



Kelly Grieshop

Treasurer and Small
Business Owner



Jennifer Sheffel

Treasury Manager



Danecia Stewart

Solution Principal

- Testimonies of breaking through the glass ceiling from women finance professionals
- Checklist to combat gender gap at the workplace and drive better women representation in senior finance roles
- Understanding how to balance personal and professional lives better in the new normal

5:00 PM – 5:30 PM



Uplifting Treasury's Mandate to Strategic Partner of the CFO's Office

Join this session and learn how elevating Treasurers to the position of strategic business partners can help CFOs ensure they are making the most of an under-used function, with Treasurers providing the maximum potential value.



Greg Carlson

Managing Director



Anand Raghu

Director, Business
Performance Improvement

- Learn the treasury KPIs that help the treasury department to add more value to the CFO's office.
- Discover the ways in tracking the treasury metrics to improve the performance.
- Learn how AI and automation could help Treasury professionals become strategic advisors of the CFO.

Networking Dinner

5:30 PM – 7:30 PM

[REGISTER NOW](#)

9:50 AM – 10:20 AM

Keynote

Finance Transformation How-to: Continuing Finance Transformation Projects Despite Severe Cash Fluctuation

Digital, it is clear, is a must for long-term sustainability and cash excellence. Despite a fluctuating economy, we saw a majority of finance leaders adopting digital technology in the wake of the COVID crisis. In this session, we will talk about:



Robert Vettoretti
Managing Director

- Is running a digital transformation project in a period of economic uncertainty a bad idea?
- How you should be thinking about your transformation project: Focus on the value without any distractions
- Does your finance organization really need a digital transformation project, if you are already outperforming your peers?



Craig Henzel
Senior Partner



Shawn Ryan
Partner-Working Capital

10:20 AM – 10:50 AM

“Digital-First” For Driving a Sustainable Growth Agenda

As businesses evolve, they undergo multi-dimensional growth across the key levers of people, processes, data, customers, and existing technology. Global leaders today understand that in order to enable sustained growth across all the above pillars, they need to leverage the power of “digital-first”. In this keynote discussion, we will be diving deep into the initiatives taken by such global leaders to explain how you could:



Richard Dobbs
Vice President - Global Business Services

- Achieve “sustainable” growth for long-term business success
- Extract more value out of your transformation initiatives by focusing on people, processes, and data before core technology
- Plan (and not overplan) your digital initiatives by keeping your customers at the center of everything that you are doing.



Riju Vashisht
Chief Growth Officer



Sayid Shabeer
Chief Product Officer

11:50 AM – 12:20 PM**Partnering with Your Bank for Working Capital Optimization**

Cash management and working capital is the #1 priority for treasury leaders currently. Treasury leaders contact their commercial banking partners for solutions to handle market fluctuations. Join leaders from Commerce Bank's Treasury Management team for their insightful perspectives on this topic.



Sara L Palmer
VP Treasury Management,
Eastern Market



Susan Aiello, CTP, AAP
Senior Vice President,
Treasury Management

- Learn how the relationship between banks and fintech is evolving with the changing B2B trends.
- Take a deep dive into the need for digital transformation in corporate banking
- Discover how banks are collaborating with technology innovation partners to improve corporate banking experiences.

12:30 PM – 1:00 PM**Relearning Treasury: Whatever You Know is WRONG!**

Over the last decade, treasury has evolved by leaps and bounds. This has rendered age-old treasury knowledge irrelevant and necessitated treasury professionals to relearn the fundamentals. Join Craig Jeffery from Strategic Treasurer as he challenges the status quo and introduces new concepts.



Craig Jeffery
Managing Partner

- Harness the power of treasury data that has been doubling every two years
- Understand the cost of latency in treasury processes and how to overcome it
- Adopt a change mindset and rebuild existing treasury tech

Lunch and Networking**1:00 PM – 2:30 PM****REGISTER NOW**

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ZING



Monday

- Live Music
- Jungle Theme Party
- Off-site Experiences and Dinners
- Zipline

Tuesday Opening

- Drumline, T-Rac (Titans Mascot),
- Cheerleaders
- Zipline

Tuesday All-Day

- Action Station – Punt/Pass/Kick + Cornhole
- Relaxation Station
- Puppy Station
- Photo Booth Station

Tuesday Lunch

- Magic Show

Tuesday Happy Hour

- Whiskey Tasting
- Live Music
- Tailgate-Themed Happy Hour Food Trucks
- Yard Games

Tuesday Big Reception

- Circus-Themed Party- "RADIANCE: The Greatest Show on Earth"
- Attire Theme: Circus
- Tight Rope Walkers
- Stilt Walkers
- Stage Performers (Jugglers & Band)
- Carnival Games,
- A Balloon Artist, Live Band, and Fireworks

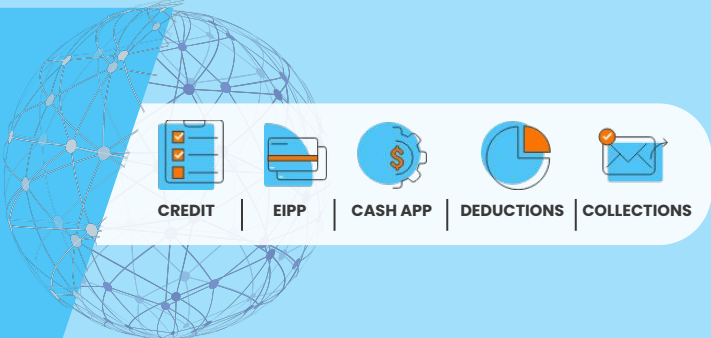
Wednesday Morning

- Rejuvenation Stations (Oxygen Bars, Hangover Kits)
- Bloody Mary/Mimosa Bar

Redefine Your Finance Processes With AI-Powered Technology

Get LIVE demos of HighRadius offerings for the office of the CFO

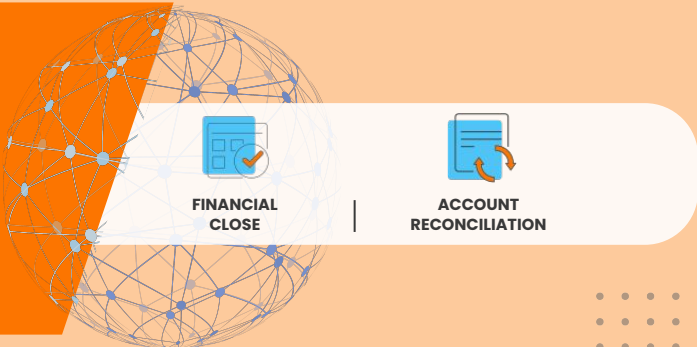
EXPLORE AUTONOMOUS RECEIVABLES



EXPLORE AUTONOMOUS TREASURY



EXPLORE AUTONOMOUS ACCOUNTING



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