Co-Located **Conference Schedule**

Pre-Conference - Monday, March 11

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

Time				
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 Hilgefort - 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

Time		
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	Mohamed Abdel Hadi - Global Vice President Product Management SAP Analytics Cloud, GTM, 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	

Time	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	**Self-Execution of S/4 Financial Audit Procedures** Jay Cen - Product Expert, SAP
11:30 AM	**Using HANA Express as a Free Reporting Data Mart and Sandbox** Mike Howles - SAP BI Solution Architect, International Paper	**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** Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP Eric Bramley - Senior Manager, Deloitte	**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		**Predictive Accounting and Predictive Analytics: Co-operation or Co-existence?** Uwe Mayer - Product Expert, SAP
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 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	**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** Vicki Smith - Business Systems Analysis, Finance, TreeHouse Foods	**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 Hilgefort - Chief Product Expert, SAP	**Central Finance Tax Reporting and External Tax Engines** Waldemar Kessel - 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	**How to Use FP&A as the Stepping Stone to S/4 Transformation** Harlan Mork - Senior Manager, GBS, General Mills Jessica Britton - Head of Finance Transformation, General Mills	**Your Accountants Want to Make Month-End Close Better. Let Them!** Dustan Daniel - Manager, Financial Accounting, Lincoln Electric System		**Superior Financial Close: Insight and Control via Business Transaction Types** Michel Loehden - Product Expert, SAP Ralf Ille - Product Expert, SAP
2:50 PM	**How SAP Analytics Cloud Makes You Smarter** Robert McGrath - Product Manager, SAP Analytics Cloud, SAP	**Making the Right Connections with SAP Analytics Cloud** Scott Livingston - Director of IT, Connectrac Alan Golding - Solution Consultant, APOS Systems	**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 - Global VP, 360Suite	**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	**Building a Blueprint for Group Reporting and SAP Central Finance: The IGT Success Story** Robert Wilcox - Senior Director Financial Consolidations, IGT Stephan Bonnaire - SAP Director, TruQua	**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		**Data Privacy and Protection** Sandro Lovisa - Product Expert, SAP
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 *Meet and Greet* with Joe Burton									

Co-Located **Conference Schedule**

Conference Day 2 - Wednesday, March 13

Time		
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 - Director, 360Suite
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 Stephane Perdigeon – Director of Production Management, SAP	Superior Financial Close: Insight and Control via Business Transaction Types Michel Loehden - Product Expert, SAP Ralf Ille - Product Expert, SAP
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	SAP Analytics Cloud Planning for an Integrated Enterprise Matthias Kraemer - Head of SAP Analytics Cloud Planning, 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 Chetan Patel – Senior Manager, Deloitte		Predictive Accounting and Predictive Analytics: Co-operation or Co-existence? Uwe Mayer - Product Expert, SAP
1:10 PM	Lunch and Exhibition Viewing									
2:10 PM	How National DCP Plans to Achieve Its Vision with BI on SAP HANA 2.0 Jagdish Parihar – Senior Manager, IT, National DCP Gaurav Kanungo – Manager, Deloitte Consulting	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 Renfeng Ma - Principal Data Architect, Sedgwick Country Government Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies *Moderator:* Heather Sinkwitz - Business Intelligence Manager, Mobile Mini and SAP Mentor	Embedded Analytics with SAP S/4HANA Juergen Butsmann – Global Owner of SAP Embedded Analytics, SAP	Karl Storz's Journey to SAP Central Finance Simon Heeps - Senior Business Analyst, Karl Storz	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	Central Finance Tax Reporting and External Tax Engines Waldemar Kessel - Product Expert, 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 Enteprise 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 *Moderator:* Shari Alexander - SAP Territory Manager, Excel4apps - an insight software company		Self-Execution of S/4 Financial Audit Procedures Jay Cen - Product Expert, SAP
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.