

Pre-Conference - Monday, March 11		* Pre-Conference Sessions are optional, an additional cost, and separately bookable								
12:00 PM	Registration Opens <span style="float: right;">Grand Ballroom Foyer</span>									
	<b>BIA PRE-CONFERENCE SESSION 1*</b> <i>Canyon</i>	<b>BIA PRE-CONFERENCE SESSION 2*</b> <i>Grapevine</i>	<b>FIN PRE-CONFERENCE SESSION 3*</b> <i>Meredith</i>	<b>FIN PRE-CONFERENCE SESSION 4*</b> <i>Texoma</i>						
1:00 PM	<b>Data Visualization and Dashboards with SAP Analytics Cloud and Application Design</b> Ingo Hilgefert - Chief Product Expert, SAP	<b>Design Reports Like a Professional: The New SAP BusinessObjects Web Intelligence</b> Jérôme Ivain - Solution Manager, SAP Pascal Gaulin - Product Expert, SAP	<b>Predicting Future Financial Performance Using Machine Learning</b> JS Irick - Principal Consultant, TruQua	<b>Driving Your Digital Finance Transformation</b> 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 <span style="float: right;">Grand Ballroom A-D</span>									
Conference Day 1 - Tuesday, March 12										
7:30 AM	Breakfast and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
8:30 AM	Conference Welcome <span style="float: right;">Grand Ballroom A-D</span>									
8:40 AM	<b>Keynote</b>	<b>The Intelligent Enterprise and the Future of Decision-Making</b> Matthias Kraemer - Head of SAP Analytics Cloud Planning, SAP   Mohamed Abdel Hadi - Global Vice President Product Management SAP Analytics Cloud, GTM, SAP <span style="float: right;">Grand Ballroom E-F</span>								
9:20 AM	<b>Keynote</b>	<b>Next-Gen Finance Platform: Unlock Business Value Using Intergrated and Intelligent Analytics</b> Rajeev Kapur - Chief Data Officer, Kimberly-Clark Corporation   Sandra Masciarelli - Finance Director, Global Financial Planning Transformation, Kimberly-Clark Corporation <span style="float: right;">Grand Ballroom E-F</span>								
9:50 AM	Refreshments and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
	<b>TRACK 1: STRATEGY AND ROAD MAPS</b> <i>Grand Ballroom E-F</i>	<b>TRACK 2: CLOUD ANALYTICS</b> <i>Tension</i>	<b>TRACK 3: ON-PREMISE ANALYTICS</b> <i>Marsalis</i>	<b>TRACK 4: HYBRID ANALYTICS</b> <i>Bachman</i>	<b>TRACK 5: FINANCE ANALYTICS</b> <i>Travis</i>	<b>TRACK 6: SAP S/4 HANA CENTRAL FINANCE</b> <i>Canyon</i>	<b>TRACK 7: INNOVATION IN FINANCE</b> <i>Grapevine</i>	<b>TRACK 8: CORE FINANCE</b> <i>Meredith</i>	<b>TRACK 9: HANDS-ON SESSIONS *</b> <i>Texoma</i>	<b>TRACK 10: SAP FEEDBACK FORUM</b> <i>Glass Box</i>
10:40 AM	<b>One Simple Cloud: SAP Analytics Cloud Strategy and Recent Innovations for End-to-End Analytics</b> Ty Miller - VP of SAP Analytics Product Management, SAP Jacob Stark - Director of Product Management, SAP	<b>Spreading the Love: Cloud-Based Self-Service Analytics on the Fly</b> Frikkie Koen - Solution Architect, KMG Chemicals	<b>Journey from Descriptive Analytics to Predictive Analytics</b> Balaji Sundaram - Reporting Analyst, Benjamin Moore	<b>Delivering Real-Time Consolidated Views of Critical Operations, Financial Performance, and Patient Data at Parkland Hospital</b> Clay Townsend - Enterprise Data Architect, Parkland Health & Hospital	<b>SAP BusinessObjects Live Office: Creating a Real-Time Project Cost Accounting System</b> Renfeng Ma - Principal Data Architect, Sedgwick County Government	<b>The Concept Behind Central Finance: Its Value Drivers, Key Use Cases, and Adoption</b> Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP	<b>Finding the Cure for an Increased Volume of Invoices</b> Renée Genco - Assistant Director, Accounts Payable Shared Services, Johns Hopkins Enterprise	<b>Digital Disruption: The Impact on the CFO and Finance LOB*</b> Jennifer Buko - Senior Director Global Center of Excellence for Finance and Risk, SAP	<b>Experience the New SAP BusinessObjects Web Intelligence</b> Jérôme Ivain - Solution Manager, SAP Pascal Gaulin - Product Expert, SAP	<b>S/4 Financial Audit</b> Jay Cen - Product Expert, SAP
11:30 AM	<b>Using HANA Express as a Free Reporting Data Mart and Sandbox</b> Mike Howles - SAP BI Solution Architect, International Paper	<b>SAP Analytics Cloud: Enabling Business and Its Users in a Matter of Weeks</b> Jonathan Mortlock - Chief Information Officer, Borchers	<b>How Callaway Golf Innovates Production Performance Through Plant Maintenance Reporting in SAP BI</b> Ajaykumar Sugumaran - Senior SAP BI Developer, Callaway Golf	<b>Hybrid Analytics Strategy and SAP Analytics Hub Overview</b> Adrian Westmoreland - Product Manager, SAP	<b>A Budget Makeover Story: Improving the Business Users Experience</b> Wendy Krause - Lead, Analytics Center of Excellence, Salt River Project	<b>SAP Central Finance Deployment and Key Takeaways</b> Carsten Hilker - Global Solution Owner, S/4HANA Central Finance, SAP Eric Bramley - Senior Manager, Deloitte	<b>Machine Learning for Finance and Risk</b> Birgit Starmanns - Senior Director, Global Center of Excellence, Finance and Risk, SAP	<b>A Sigh of Relief After Gaining Compliance with New Indirect Tax Law Changes</b> Danny Cox - VP of Finance, Rio Grande Scott Peterson - VP of U.S. Tax Policy and Government Relations, Avalara		<b>Predictive Accounting and Predictive Analytics: Co-operation or Co-existence?</b> Uwe Mayer - Product Expert, SAP
12:10 PM	Lunch and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
1:10 PM	<b>SAP BusinessObjects Web Intelligence Road Map</b> Jérôme Ivain - Solution Manager, SAP Pascal Gaulin - Product Expert, SAP	<b>The Good, the Bad, and the Ugly to Planning for an SAP Analytics Cloud Deployment</b> Stephen Sydow - IS Development Leader, Milliken & Company Abe Iruegas - SAP Practice Leader, Microexcel	<b>How the City of Toronto Pioneered a Transformational HR Dashboard that Executives are Embracing</b> Genevieve Zletni - E-City Management Consultant, City Manager's Office, City of Toronto Gino Terrigno - SAP BI Solution Architect, City of Toronto	<b>Nortek HVAC's Journey to SAP Analytics Cloud and Lessons Learned from Hybrid Analytics Strategy</b> Adam Knollmeyer - SAP Analytical Reporting Analyst, Nortek Global HVAC Anil Bavaraju - Managing Partner/SAP Data Analytics Lead, Optimum Consulting	<b>A Beginner's Guide to SAP Analytics Cloud for Business Planning</b> Pravin Datar - Senior Director, SAP Product Management, SAP	<b>SAP S/4HANA Analytics and Business Process with Central Finance Project</b> Vicki Smith - SAP Architect, Business Systems Analysis, Finance, TreeHouse Foods	<b>Position Your Company For Emerging Technologies</b> Michael Crawford - Senior Corporate Treasury Manager, The Mosaic Company	<b>Why a Treasury Management System (TMS) is Not Enough</b> Dirk Schreiber - Head of Group Treasury, Fresenius SE & Co. KGaA	<b>SAP Analytics Cloud for Beginners</b> Ingo Hilgefert - Chief Product Expert, SAP	<b>Central Finance Tax Reporting and External Tax Engines</b> Waldemar Kessel - Product Expert, SAP
2:00 PM	<b>SAP BW/4HANA: Overview and Roadmap</b> Lothar Henkes - VP of Product Management, SAP Josh Djupstrom - Product Management Expert, SAP	<b>If You're Happy and We Know It: Measuring Citizen Satisfaction with SAP Analytics Cloud</b> Jonathan Andrews - Area Director, Service Canada	<b>How Crocs is Rockin' BI Releases: A Journey to Scrum and Kanban</b> Shelly Rahe Gordon - Manager BI/BW, Crocs	<b>Pack Your Bag (but Your Data Stays Home): Driving Hybrid Innovation GovCloud</b> Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies	<b>How Leprino Foods is Creating Cost-Effective, Near-Real-Time Reporting Dashboards within SAP</b> Mark Teller - Associate Director, IT Applications Leprino Foods	<b>Karl Storz's Journey to SAP Central Finance</b> Simon Heeps - Senior Business Analyst, Karl Storz Santos Mummy - Assistant Controller, Karl Storz	<b>How to Use FP&amp;A as the Stepping Stone to S/4 Transformation</b> Harlan Mork - Senior Manager, GBS, General Mills Jessica Britton - Head of Finance Transformation, General Mills	<b>Your Accountants Want to Make Month-End Close Better. Let Them!</b> Dustan Daniel - Manager, Financial Accounting, Lincoln Electric System		<b>Superior Financial Close: Insight and Control via Business Transaction Types</b> Ralf Ille - Product Expert, SAP
2:50 PM	<b>How SAP Analytics Cloud Makes You Smarter</b> Robert McGrath - Product Manager, SAP Analytics Cloud, SAP	<b>Making the Right Connections with SAP Analytics Cloud</b> Scott Livingston - Director of IT, Connectrac Alan Golding - Solution Consultant, APOS Systems	<b>How the FDA Reduced the Cost and Enhanced the Performance of SAP BusinessObjects</b> Rajesh Sripada - Director, Business Intelligence and Data Management, Aurotech, Inc. Matvey Shkiler - Technical Lead, BusinessObjects, FDA Bruno Masek - Global VP, 360Suite	<b>SAP Analysis for Microsoft Office Beta Testing: A Customer's Experience</b> Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor	<b>Leveraging SAP Analytics Cloud with SAP BPC for Extended Planning, Reporting and Analysis</b> Tom Chelednik - Global Solution Manager, SAP Analytics Cloud, SAP	<b>An Introduction to Group Reporting in SAP S/4HANA</b> David Hutton - Financial Consolidation Lead, TruQua	<b>Pilkington's Journey to Improved Efficiencies and Increased Visibility Within Their Financial Close Process</b> Jayme Finkler - Senior Accountant/BlackLine System Administrator, Pilkington North America Liz Feltman - BlackLine Practice Lead, SandPoint Consulting	<b>Verizon's Story of Standardizing and Improving Financial Uploading Processes</b> Robert James - Lead System Specialist, Database Analyst, Verizon	<b>Data Privacy and Protection</b> Sandro Lovisa - Product Expert, SAP	
3:30 PM	Refreshments and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
4:30 PM	<b>Keynote</b>	<b>Performing in a Stressed-Out World</b> Joe Burton - Founder and CEO, Whil Concepts Inc. <span style="float: right;">Grand Ballroom E-F</span>								
5:15 PM	<b>Evening Reception</b> featuring Book Signing <i>Meet and Greet</i> with Joe Burton <span style="float: right;">Lobby</span>									

Conference Day 2 - Wednesday, March 13										
8:30 AM	Breakfast and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
	<b>Breakfast Session</b>	<b>How Lockheed Martin Reduced Cost, Increased Automation and Improved Visibility for Self-Service Reporting</b> Bonnie Crow - Data Analytics Project Manager, Lockheed Martin Missiles & Fire Control   Nathan Crook - Director, 360Suite <i>Sponsored by</i> <span style="float: right;">Tension Foyer</span>								
9:30 AM	Conference Welcome <span style="float: right;">Grand Ballroom A-D</span>									
9:40 AM	<b>Keynote</b>	<b>Improving Insights into Customer and Product Profitability at Borchers</b> Jonathan Mortlock - Chief Information Officer, Borchers <span style="float: right;">Grand Ballroom E-F</span>								
10:10 AM	<b>Keynote</b>	<b>Digital Business: Tomorrow is Already Here</b> Andy Bitterer - Chief Analytics Evangelist, SAP								
10:40 AM	Refreshments and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
	<b>TRACK 1: DASHBOARDS AND VISUALIZATIONS</b> <i>Grand Ballroom E-F</i>	<b>TRACK 2: CLOUD ANALYTICS</b> <i>Tension</i>	<b>TRACK 3: ON-PREMISE ANALYTICS</b> <i>Marsalis</i>	<b>TRACK 4: ANALYTICS STRATEGY</b> <i>Bachman</i>	<b>TRACK 5: FINANCE ANALYTICS</b> <i>Travis</i>	<b>TRACK 6: SAP S/4HANA</b> <i>Canyon</i>	<b>TRACK 7: FINANCE AUTOMATION</b> <i>Grapevine</i>	<b>TRACK 8: CORE FINANCE AND PLANNING</b> <i>Meredith</i>	<b>TRACK 9: HANDS-ON SESSIONS*</b> <i>Texoma</i>	<b>TRACK 10: SAP FEEDBACK FORUM</b> <i>Glass Box</i>
11:40 AM	<b>University of Florida's Successful Adoption of Interactive Drillable Dashboards</b> Mishall Khalid - BI Analyst, University of Florida Shands Hospital	<b>Tactical Tips and Tricks for Effective Story Design Using SAP Analytics Cloud</b> Will Gagne - BI Specialist, Amercan Hotel Register Jacob Stark - Director of Product Management, SAP	<b>The Road to HANA: A Story of Twists and Turns to a Beautiful Real-Time Platform</b> John Clapper - Business Intelligence Analyst, Mobile Mini	<b>Leveraging Your Investment in SAP BusinessObjects Enterprise with SAP Analytics Cloud</b> Jérôme Ivain - Solution Manager, SAP	<b>Intelligent FP&amp;A: Leveraging SMART Features within SAP Analytics Cloud to Improve Decision-Making and Results</b> Scott Godfree - Product Manager, SAP	<b>What Toyota Learned Defining Their Roadmap from SAP ERP ECC 6.0 to SAP S/4HANA</b> Suzanne Harilall - Senior Manager, Finance Systems and Business Development, Toyota South Africa	<b>Invoice-to-Pay Digital Transformation: The Toro Company Case Study</b> Bobbi Black - Senior Manager, Finance Systems and Services, The Toro Company Mani Ramaswamy - Chief Solutions Officer, Optima Consulting	<b>Great-West Financial's Journey to SAP Business Planning and Consolidation (BPC) on HANA</b> Aileen Tynan - Senior Manager, Finance Modernization, Great-West Financial	<b>Build Your Hybrid Analytics Portal with the New SAP Analytics Hub</b> Stephane Perdigeon - Director of Production Management, SAP	<b>Superior Financial Close: Insight and Control via Business Transaction Types</b> Ralf Ille - Product Expert, SAP
12:30 PM	<b>Effective Data Visualization Do's and Don'ts</b> Ingo Hilgert - Chief Product Expert, SAP	<b>Process Improvement with SAP Agile Data Preparation</b> Makarand Gurawale - BI Developer, L3 Technologies	<b>Self-Service Analytics Using an App Developed with Lumira Designer</b> Alonso Arteaga King - Director, IT Information Services, Chamberlain Group	<b>Seamless User Experience via Integrated Application Reporting Using RESTful</b> Kevan Adlard - Developer, Information Management, Treasury Board of Canada Secretariat	<b>SAP Analytics Cloud Planning for an Integrated Enterprise</b> Matthias Kraemer - Head of SAP Analytics Cloud Planning, SAP	<b>Compliance Integration with S/4HANA Cloud</b> Shiguo Wang - Chief Product Owner of Risk Management, Process Control, and Audit Management, SAP	<b>Empowering Managers with Self-Service, Real-Time Financial Reports</b> Dan Auber - Enterprise Capability Manager, Auckland Transport, Auckland Council	<b>Measuring the Unmeasurable Using SAP S/4HANA</b> Ashish Tewari - Manager, Deloitte Consulting Chetan Patel - Senior Manager, Deloitte		<b>Predictive Accounting and Predictive Analytics: Co-operation or Co-existence?</b> Uwe Mayer - Product Expert, SAP
1:10 PM	Lunch and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
2:10 PM	<b>How National DCP Plans to Achieve its Vision with BI on SAP HANA 2.0</b> Christopher Lafaire - Senior Vice President, IT, National DCP Gaurav Kanungo - Manager, Deloitte Consulting	<b>Application Design with SAP Analytics Cloud: Overview and Roadmap</b> Tammy Powlas - Senior Business Analyst, Fairfax Water and SAP Mentor Jie Deng - Product Manager, SAP	<b>How are LEGO's and a BI Self-Service Program Related?</b> Jeff Stout - Senior Manager Business Intelligence, C Spire	<b>Panel Discussion: The Future of Business Intelligence</b> Jonathan Andrews - Area Director, Service Canada Renfeng Ma - Principal Data Architect, Sedgwick County Government Jason Shearer - Project Lead, Corporate Innovation and Strategy, L3 Technologies <i>Moderator:</i> Heather Sinkwitz - Business Intelligence Manager, Mobile Mini and SAP Mentor	<b>Embedded Analytics with SAP S/4HANA</b> Tom Rabbit - Vice President, Leonardo and Analytics, SAP	<b>Get Started on Your SAP S/4HANA Migration</b> John Froelich - VP of Strategy, Bramasol	<b>Conquer the Inefficiencies in Your Invoice-to-Pay Process</b> Enrique Leon - Director, Cloud Services, American Sugar Refining	<b>Maintaining Financial Close Confidence During Transformation</b> Sue Callison-Fender - Senior Manager Accounting Systems, Energy Transfer Molly Boyle - Finance Transformation Expert, BlackLine	<b>Advanced Finance Planning Features in SAP Analytics Cloud</b> Scott Godfree - Product Manager, SAP Pravin Data - Senior Director, SAP	<b>Central Finance Tax Reporting and External Tax Engines</b> Waldemar Kessel - Product Expert, SAP
3:00 PM	<b>Killer Presentations: Bringing Model Output to Life with Data Storytelling</b> Kristen Kehrer - Founder, Data Moves Me	<b>Connecting Live to Your Enterprise Data with SAP Analytics Cloud</b> Eric Yew - Product Manager, SAP	<b>USPI's Self-Service "Enterprise BI" Portal</b> David Behr - VP, Business Intelligence, United Surgical Partners International Noe Garcia - Manager, Business Intelligence, United Surgical Partners International	<b>Win Over Your Organization Through the Harmonization of People, Process and BI Technology</b> Mustafa Mustafa - Senior Director, IT, Ferrara Candy Company	<b>IT: Ally, Adversary or Something Entirely Different</b> JJ McClelland - Director of Finance, Classic Hotels & Resorts	<b>Optimize and Secure SAP Integrated Payments to Maximize Savings</b> Nari R. Thouda - Senior Managing Architect, Retail Business Platforms, Vistra Energy Eric Bushman - VP of Solutions Engineering, Paymetric, a Worldpay Company	<b>Panel Discussion: Empowering Finance Users with Self-Service Reporting in Excel: SAP Customer Success Stories</b> Dustan Daniel - Manager Financial Accounting, Lincoln Electric System Joseph Polster - Accounting Analyst, Fujitsu Hal Hadden - General Accounting Manager, Motiva Nici Manley - Division Controller, Pilgrim's <i>Moderator:</i> Mark Pockl - Solution Engineer, Insightssoftware	<b>S/4 Financial Audit</b> Jay Cen - Product Expert, SAP		
3:40 PM	Refreshments and Exhibition Viewing <span style="float: right;">Grand Ballroom A-D</span>									
4:00 PM	Conference Wrap-Up <span style="float: right;">Grand Ballroom A-D</span>									

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

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