

# 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



**Bruce Lynn**  
Managing Partner



**Wanda Borges**  
Member



**Jesus Romero**  
Knowledge Consultant



**John Donovan**  
Order-to-Cash Business Process  
Management Subject Matter Expert



**David Schmidt**  
Managing Director



**Brigitte Wudernitz  
Muehlmann**  
Professor, Division of Accounting  
and Law



**Paul Hill**  
President



**John Boyens**  
Sales Productivity Expert/Business  
Strategist Co-Founder and President



**Bill Norton III**  
Attorney



**Michael van  
der Steen**  
VP Global Service  
Owner Order to Cash



**Jana Vondran**  
Senior Vice President, GBS



**Craig Henzel**  
Senior Partner



**Riju Vashisht**  
Chief Growth Officer



**Samir Bagri**  
Global Director, GBS



**Jennifer Sheffel**  
Treasury Manager



**Ehren Moeller**  
Senior Manager



# SPEAKERS



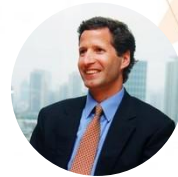
**Kevin Permenter**  
Research Director



**Paul Bramwell**  
Managing Director, Financial Services  
Technology Consulting



**Craig Jeffery**  
Managing Partner



**Robert Vettoretti**  
Managing Director



**Shawn Ryan**  
Partner-Working Capital



**Kyle Prestidge**  
Director of Accounting



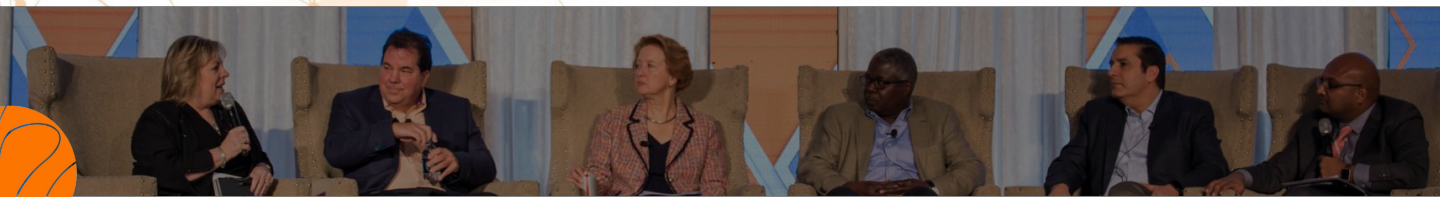
**Pamela Tyler**  
VP, Credit and A/R



**Richard Dobbs**  
Vice President- Global Business  
Services



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# Skills Training And Career Growth In Finance

Expert Trainers from Highako Academy will teach you how to

- Handle the latest legal issues and SMB risks,
- Benchmark your progress,
- Improve process efficiencies through lean six sigma, and
- Increase staff retention.

Powered by



Join 12,000+ strong order to cash community

[academy.highako.com](https://academy.highako.com)

## Personal Pizza Party

1:00 PM – 2:00 PM

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:



**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 – 3:15 PM

## Handling The Great Resignation: Scaling Staff Training And Career Growth

"64% of staff felt their job is more stressful than normal in 2021", says a Credit Today survey. As A/R teams become leaner, and staff turnover becomes a growing issue, skilled professionals are bearing additional workload and hence looking for better opportunities outside the company. Join this session to:



**Paul Hill**  
President



**Jesus Romero**  
Knowledge Consultant



**John Boyens**  
Sales Productivity  
Expert/Business Strategist  
Co-Founder and President



**Brigitte Wudernitz  
Muehlmann**  
Professor, Division of Accounting  
and Law

- Learn how do you retain the top talent while training others to join the 1%
- Find how big companies train their global credit and collection teams to drive productivity and retain talent
- Understand ways to improve career growth opportunities for your multi-generational staff

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



- 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

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:



**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 felicitations 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 - 4:00 PM**

## Ask the Attorney: Latest Legal Issues in the O2C World

In these unprecedented times, businesses are changing and so are the methods of handling legal and bankruptcy issues. Join this open forum legal discussion to ask all your questions on bankruptcy, liens, and the latest laws and regulations.



**Wanda Borges**  
Member



**Bill Norton III**  
Attorney

- Learn how to handle increasing small business closures and insolvency
- Get compliant with the new privacy laws protecting your customer's information
- Find what best precautions can you take to avoid A/R frauds

## F&amp;B Break

4:00 PM – 4:20 PM

**4:20 PM – 5:05 PM****Credit & Collections: Payment Acceptance, Training and Staff Benchmarking**

As we step into the 3rd year of the pandemic, credit leaders agree that they have been on a roller coaster ride from bankruptcy waves, frauds, new laws, staffing challenges to declining profitability. Join this session to:



**David Schmidt**  
Managing Director

- Find where do you stand on this curve
- Benchmark your company against findings on payment trends, staff benchmarking and staff training
- Learn ways to work on the fallouts and improve your processes in 2022

**5:05 PM – 5:50 PM****The Criticality of Soft Skills in the Workplace**

Why do some people just 'get it'? Why do others, not so much? Superior personal interaction skills, and the ease in which those skills are utilized daily, are valued and desired now more than ever. The spotlight is on executives – your attitudes, behaviors and the success of your team is a direct reflection of your style and approach. But how do you stay on the leading edge? Join this session to

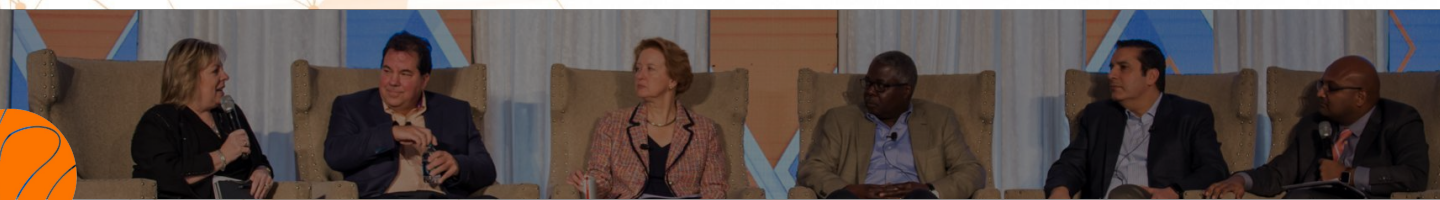


**John Boyens**  
Co-founder and President

- Learn necessary programs and processes needed to assess, identify and train your teams to stay motivated.
- Learn real-world strategies that actually work
- Know more about skills that are critical in today's world.

## 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



**Craig Henzel**  
Senior Partner



**Shawn Ryan**  
Partner-Working Capital

- 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?

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



**Riju Vashisht**  
Chief Growth Officer



**Sayid Shabeer**  
Chief Product Officer

- 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.

## Visit Demo Stations

11:30 AM - 11:50 AM

11:50 AM - 12:35 PM

**Getting Started with Lean Six Sigma for Credit and Collections**

As credit execs aspire to improve their processes and cut down any additional expenses under the watchful eye of their CFOs and directors, best-in-class companies are turning to Lean Six Sigma to achieve the desired results. Join this session to:

Subject  
Matter Expert**John Donovan**Order-to-Cash Business Process  
Management Subject Matter Expert

- Learn about Lean Six Sigma and how to apply them in your processes
- Understand how to achieve strategic business goals using Six Sigma
- Hear some real-life case studies of successful Six Sigma implementations by credit leaders

12:35 PM - 1:20 PM

**Managing Modern World Treasury: Metrics, Resources and Policies**

Traditionally, treasury's limited resources have been devoted to transaction processing, leaving little time (or resources) for more strategic, value-added tasks. However, with rising interest rates and other uncertainties imposed by political, economic, and social forces, today's modern treasury needs to strike a balance between executional excellence and plan for the future. Join this session to

**Bruce Lynn**  
Managing Partner

- Find if your company is over-borrowed, under-invested or overexposed
- Understand how much risk is "too much" and how would you know in time
- Get a 360-degree view on how to improve treasury performance, manage a company's liquidity challenges, mitigate risks, and more

## Lunch and Networking

1:20 PM - 2:30 PM

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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

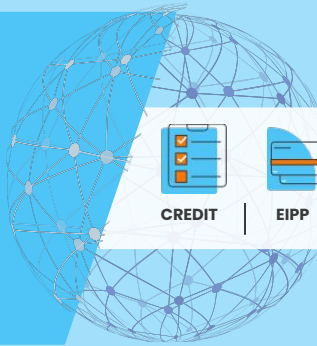
## Wednesday Morning






- 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



-  CREDIT
-  EIPP
-  CASH APP
-  DEDUCTIONS
-  COLLECTIONS

## EXPLORE AUTONOMOUS TREASURY



-  CASH FORECASTING
-  CASH MANAGEMENT

## EXPLORE AUTONOMOUS ACCOUNTING



-  FINANCIAL CLOSE
-  ACCOUNT RECONCILIATION

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