

# 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:



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**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



highradius

**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

- 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:

**Sashi Narahari**

Founder &amp; 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

**1:50 PM – 2:35 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:



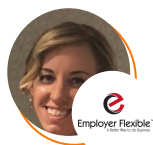
- dotONE Working Capital Impact Award
- dotONE Automation Excellence Award
- dotONE Global Transformation Award
- dotONE End-to-End O2C Optimization Award
- dotONE Finance Visionary Award

**2:50 PM – 3:20PM**

\* CTP CERTIFIED TREASURY PROFESSIONAL

## 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.

\* CTP CERTIFIED TREASURY PROFESSIONAL

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

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

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



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**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

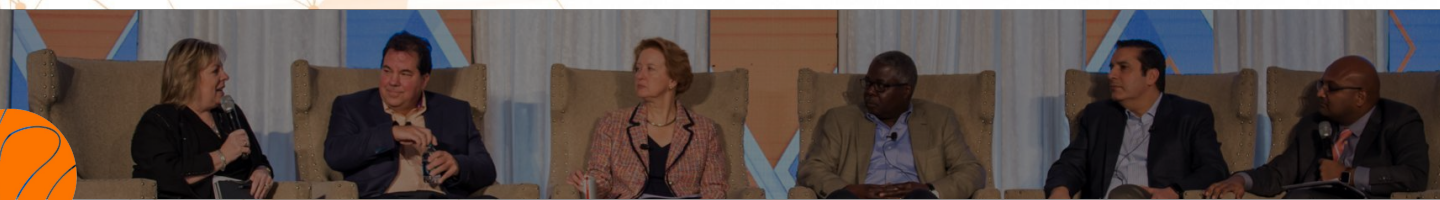
- Learn the treasury KPIs that help the treasury department to add more value to the CFO's office.
- Discover the ways in tracking the treasury metrics to improve the performance.
- Learn how AI and automation could help Treasury professionals become strategic advisors of the CFO.

**Networking Dinner****5:30 PM – 7:30 PM****REGISTER NOW**

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**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**

Keynote

## Client Keynote – Being Digital First to Scale Your Finance Operations Sustainably

Join this session with our experienced panelists to talk about the role that automation plays in the growth of enterprise finance departments. Key takeaways include a discussion on:

- Solving the unsolvable: Good processes and structures are key to getting the most out of your finance transformation project
- Maintaining your data and why it is instrumental for success when working with predictive technologies such as AI and Machine Learning
- Keeping customers happy: How automation creates multiple opportunities for customer delight within the office of the CFO

**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

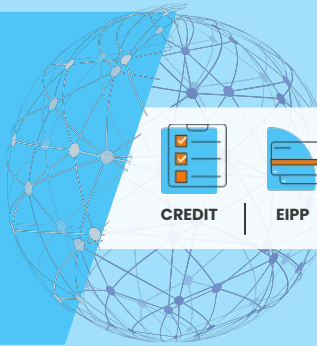
- Rejuvenation Stations (Oxygen Bars,  
Hangover Kits)
- Bloody Mary/Mimosa Bar








# Redefine Your Finance Processes With AI-Powered Technology

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

## EXPLORE AUTONOMOUS RECEIVABLES



-  CREDIT
-  EIPP
-  CASH APP
-  DEDUCTIONS
-  COLLECTIONS


## EXPLORE AUTONOMOUS TREASURY



-  CASH FORECASTING
-  CASH MANAGEMENT

## EXPLORE AUTONOMOUS ACCOUNTING



-  FINANCIAL CLOSE
-  ACCOUNT RECONCILIATION

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