



Financial Excellence



Special Edition Series of

Coffee Break with Game-Changers

with your host **Bonnie D. Graham**



Financial Excellence with Game Changers,
presented by SAP
Tuesday at 7 AM Pacific /10 AM Eastern
March 10th 2014: Financial Transformation 2020:
Can you see clearly yet?

The buzz: Financial transformation. Today's CFO's and finance organizations are expected to take a more strategic role than ever before in supporting the business, to drive value. Transformation needs to look holistically at the finance function. How? Leveraging technology and analytics, and focusing on high value activities, can help them become more effective business leaders and achieve excellence. What will this process look like in the future? The experts speak. Richard Sernyak, PwC: "Not everything that counts can be counted, and not everything that can be counted, counts" (Albert Ein

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Featured Guests



Rich Sernyak

Rich Sernyak is a Partner in PwC's Global SAP Practice with over 20 years of experience working with SAP. He is responsible for PwC's Simple Finance

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Kyleen Wissell

Kyleen Wissell is the Corporate Director of Internal Controls, within the Office of the CFO at The Coca-Cola Company. She leads global processes to identify, assess, and report on the design and effectiveness of controls over financial reporting in order to support management's financial certification and attestations.

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Elena Shishkina

Elena Shishkina is Chief Financial Officer in SAP in the UK and Ireland, and a member of the SAP UK and Ireland Executive Leadership Board.

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