



# 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  
**July 9th 2019: Financial Hide and Seek: Uncovering Hidden Profit and Costs!**

The buzz: "Profitability is very important to us or we wouldn't be in this business" (Jeff Bezos). Attention CFOs: You may think you have a grasp of true profitability, but your insights may be incomplete. Yes, you have a good feel for gross margins and direct costs. But do you truly understand how your business consumes variable or overhead costs, how IT costs are consumed and charged, or which customer groups and product lines add the most or detract from your bottom line? The experts speak. Rob Kugel, Ventana Research: "Never ask for money spent, where the spender thinks it went. Nobody was

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### Featured Guests



#### Robert Kugel

Robert Kugel is Senior Vice President at Ventana Research where he's led the Office of Finance and Business practice for the past 17 years. Ventana Research is a business-focused IT research firm. Rob's practice focuses on the major business issues facing organizations where the practical application of technology plays a key role in addressing those issues. Over the years he has spearheaded research on transformational topics such as integrated business planning, profitability management and continuous accounting. He began his career as a securities analyst on Wall Street, covering multiple industries, and worked at Credit Suisse First Boston, Morgan Stanley and Drexel Burnham and he was a

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#### Michael Rea

Michael Rea founded Tartan Solutions in 2006, as a boutique firm dedicated to the challenge of accurately and sustainably modeling costs and customer profitability. Since inception, Tartan Solutions has been on the A-list of firms with experts in cost allocation, both in terms of thought leadership and technical expertise. Michael is an expert in driver-based financial modeling, including Customer, Product, and Channel Profitability, Cost-to-Serve Modeling, and Operational Transfer Pricing. He has developed and deployed SAP tools successfully to improve business visibility into costs, including overheads, shared services, product, and supply chain. He worked for the Strategy & Operations seg

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#### Michel Haesendonckx

Michel Haesendonckx is Global Solution Owner for Financial Planning & Analysis at SAP SE with a broad expertise in the area of Finance & Performance Management. He is responsible for driving the go-to-market in this area for SAP and is highly involved in key innovation topics and the overall solution strategy. He has more than 20 years of experience in the area of financial processes as well as analytics, of which most have been focused on SAP solutions. Michel built his functional experience as an external auditor, controller in the oil & gas sector, and CFO in port logistics, and extended his view in this field through his leadership position in FP&A in a globally operating consulting firm

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