



# Financial Excellence



Special Edition Series of

## Coffee Break with Game-Changers

with your host **Bonnie D. Graham**

Presented by 

**Financial Excellence with Game Changers, presented by SAP**  
**Tuesday at 7 AM Pacific /10 AM Eastern**  
**April 28th 2014: Predicting Profitable Performance in Challenging Times**

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Today's buzz: Profitability. Despite sophisticated business intelligence tools that enable analysis of Big Data, and the renewed popularity of profitability and costing analysis, many companies still can't get a grip on fundamental planning inefficiencies or rebound from recent economic instability. If you're among them, it's time for your finance organization to rethink their approach to data and their role in the business. Bottom line: Who should own profitability and the best practices to build a more profitable future? The experts speak. Gary Cokins, Analytics-Based Performance Managem

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### Featured Guests



#### Gary Cokins

Gary Cokins (Cornell University BS IE/OR, 1971; Northwestern University Kellogg MBA 1974) is an internationally recognized expert, speaker, and author in advanced cost management and enterprise performance and risk management systems.

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#### Jon Essig

Jon Essig, Senior EPM Solution Director at Simplefi, is an experienced BPC solutions expert with focus on consolidations, analytics and financial planning. He is a recognized industry expert, speaker and author. Jon has architected many solutions, working with c-level execs, corporate finance, regional business units, and IT to create a company-wide vision. His has delivered consolidations as well as planning models for Sales, Operations, HR, CapEx, and Expenses.

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#### Rob Jenkins

Rob Jenkins is a finance executive for SAP with over 20 years of experience in leading high-technology and professional services companies.

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