



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 9 AM Pacific
September 09th 2014: Impact of Instant Processes and Insight on Finance

The buzz: Now! If true "real-time" access to information is necessary for your Finance organization to be effective, they need to leverage in-memory technology for day-to-day and period-end processes. The benefits – instant insight to improve financial performance reporting and to predict the financial outcome of business decisions – can position Finance as a true strategic partner to the business. Are you there yet? The experts speak. Celina Rogers, CFO Publishing: "Computer people still are concerned with greater speed and bigger memories. But the challenges increasingly will be not tech

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Featured Guests



Celina Rogers

Celina Rogers is vice president and editorial director for CFO Publishing. In that capacity, she sets the editorial agenda for the company, including CFO magazine, CFO.com and CFO Research. In her ten years with CFO Publishing, Celina has researched and written on a variety of topics in business and corporate finance, including performance management, information technology, regulation, corporate governance and strategic decision making. She is the author of more than 50 research studies on corporate finance, and a frequent speaker in the United States and in Europe on finance and business topics. Prior to joining CFO Research, Celina served as an associate at Ropes & Gray, a leading natio

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John Steele

John Steele is a principal with Deloitte Consulting LLP and leads the U.S. SAP Finance Transformation Practice. He has spent the past 14 years focused on SAP-enabled business transformation initiatives. John has deep experience leading complex business transformation programs, with a focus on process redesign, shared services, analytics, and external reporting. He has also held lead roles for multiple global ERP implementation programs. In recent years, John has focused his attention on the application of leading-edge technologies such as SAP HANA to solve clients' most pressing business issues, including co-leading Deloitte's first HANA proof of concept in North America. Before joining

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Birgit Starmanns

Birgit Starmanns is a senior director in the Global Center of Excellence for Finance and Risk, focused on the go-to-market for new solutions, and the business benefits they can bring to organizations. These new solutions include SAP S/4HANA Finance, cloud solutions for Finance, and solutions based on SAP Leonardo technologies such as machine learning. Birgit has over 27 years of experience across solution marketing, solution management, strategic customer communities and management consulting organizations. Prior to SAP, she was a principal in management consulting organizations, including Price Waterhouse and several boutique firms. Birgit holds a BA and MBA from the College of William and

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