

The logo for SSON (Shared Services & Outsourcing Network) features the letters 'sson' in a white, lowercase, sans-serif font. The letter 'o' is replaced by a stylized globe icon with blue and white segments. A vertical blue line is positioned to the left of the text.

sson

Shared Services &  
Outsourcing Week

# Shared Services & Outsourcing Week Latin America

October 20 - 22, 2025 | Bogotá, Colombia

From Transactional to Transformational:  
Driving Shared Services Value in LATAM



*The Largest Network of Latin American Leaders in Shared Services... Ever!*

# WELCOME TO BOGOTÁ, COLOMBIA

## Welcome to the Region's Premier Shared Services and GBS Event—Now in Bogotá!

We're thrilled to welcome you to this year's **Shared Services & Outsourcing Week Latin America** — hosted for the first time ever to vibrant Bogotá, Colombia! This dynamic, new location is the perfect backdrop for our most ambitious program yet, bringing together the region's top leaders to explore what's next in global business services.

**Across Latin America, Shared Services and GBS organizations are operating in a time of rapid transformation.** Economic instability, expanding functional scope, and widening talent gaps are placing pressure on existing models, while automation, AI, and evolving expectations are redefining how we view success. Organizations are actively working to standardize, build governance, and scale automation beyond early wins.

Yet transformation isn't just about technology. With talent in high demand and digital skills increasingly vital, leaders are rethinking how to attract, develop, and retain high-performing teams across borders. Agility is becoming a competitive advantage—not just in operations, but in mindset, as more organizations prioritize flexible models that drive better customer experience. In fact, 54% of growing GBS and Shared Services organizations across the region have already identified **organizational agility as a top priority** for the year ahead.

This year's agenda is built to tackle these challenges head-on. Through engaging panels, immersive Workshops, compelling case studies, and focused roundtables, attendees will gain practical insights into how their peers are solving real-world problems and **future-proofing their operations for long-term value.**

We are beyond excited to host you this October in Bogotá. Join us as we challenge assumptions, spark new ideas, and accelerate the next phase of Shared Services and GBS transformation—together.



**Will Thomae**  
Conference Producer  
**SSON**



**Heather King**  
Managing Director  
**SSON**



# HEAR WHAT OTHERS ARE SAYING...

The Premier Latin American Shared Services & GBS event, fosters collaboration and networking to optimize institutional business processes through shared services strategies.

“ Excited to be part of the SSOW LATAM event, where shared services and outsourcing experts from across Latin America converge to explore the latest industry trends and innovations. Stay tuned for insights, networking highlights, and more as we dive into the future of business excellence.

– CTO, **JaMocha Tech**

“ This week at SSOW in Costa Rica, we met amazing leaders of Shared Services for LatAm and for the world all of those are TOP! I'm super happy because I learned from big experts and I had the opportunity to be part of this gorgeous experience. Thank you SSON!!

– Owner, **Saseny**



# CONFIRMED SPEAKERS JOINING THE STAGE



**Paula Ordóñez**  
*Americas GBS Site  
Director*  
**Zimmer Biomet**



**Paulina Garces**  
*ABB FAO CoE Lead*  
**ABB**



**Brenda Barba**  
*P2P Manager*  
**Elanco**



**Sofia Becerra**  
*Senior Director GBS  
Operation for Americas*  
**Adidas**



**Suemi Gonzalez**  
*Senior Manager of SSC  
AR, Budget for Latam,  
Iberia and US*  
**PepsiCo**



**Carlos Rincon**  
*Head of Operations Order to  
Cash & Revenue Accounting*  
**Lufthansa  
Global Business Service**



**Erick Castillo**  
*AGS Center PMO & SMP  
Implementation Manager  
- MXC*  
**Alcon Laboratories**



**Cristina Ramirez**  
*GBS Global Continuous  
Improvement Manager -APAC,  
AMERICAS, EMEA-*  
**Zimmer Biomet**



**Monica Teson**  
*Manager of Excellence  
Services,  
Shared Services Center*  
**Thomas Greg & Sons**



**Eduardo Rocha**  
*GBS Performance  
Manager*  
**Schlumberger**



**Judy Ortega**  
*Head of Source To Pay (STP)  
& Client Engagement for Latin  
America Region*  
**Diageo Colombia**



**Juan Victor Salazar Duque**  
*Head Of Finance  
& Digital Transformation*  
**Holcim**



**Carlos Santos**  
*Head of Holcim  
Americas Business  
Services*  
**Holcim ABS**



**Ricardo Correa**  
*GBS People Services  
Americas Head*  
**Sanofi**

**Have a compelling story to share  
with the SSOW LATAM audience?**

Send an email to  
[Will.Thomae@ssonetwork.com](mailto:Will.Thomae@ssonetwork.com)  
for speaking opportunities  
and details.

# CONFIRMED SPEAKERS JOINING THE STAGE



**Karin Lachner**  
*Strategy Director,*  
*Global Business Services*  
**Equifax**



**Gelver Hernandez**  
*Head of Financial*  
*Operation Operations*  
*Department*  
**Ecopetrol S.A.**



**Kristin Smith**  
*Vice President*  
**Immerse**



**Rafael Muñoz**  
*Head of FP&A for Latin*  
*America and Caribbean*  
**Diageo**



**Enrique Aguirre**  
*Global Service Center*  
*Director and Country*  
*Government Leader C&C*  
**3M Company**



**Diego Amaya**  
*Solutions, Deployment &*  
*Integration Projects*  
*Director,*  
*Global Services Finance*  
**Johnson & Johnson**



**Carlos Yevara**  
*Sr. Manager Opex & CI*  
**Estee Lauder**  
**Companies**



**Bernardo Londono**  
*Center Head GSC*  
**DHL**



**Ximena Florez**  
*Head of HR for Enterprise*  
*Functions LATAM and One*  
*HR LAN*  
**Johnson & Johnson**



**Francisco Patino**  
*Asset Information*  
*Management*  
*Coordinator*  
**Ecopetrol**



**Ronald Navarro**  
*Head of Processes and*  
*Continuous Improvement*  
**CMI**



**Iris Meza**  
*Senior Director,*  
*Supply Chain*  
**Coca-Cola**



**Sergio Cadavid**  
*HR Head*  
**Lafarge Holcim LatAm**



**Juan Camilo Aguilar Hurtado**  
*LATAM Region & Controlling*  
*Head of Business Analysis*  
**Opella**

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for speaking opportunities  
and details.

# CONFIRMED SPEAKERS JOINING THE STAGE



**Carlos Campos**  
*Director, Shared Services*  
**Straumann**



**Juan Carlos Gomez Ochoa**  
*Chief Information Officer*  
*LATAM*  
**B. Braun Group**



**Amanda Sa**  
*Director of Innovation,  
Digital Transformation &  
Operational Excellence*  
**Robert Bosch**



**Juan Restrepo**  
*LATAM Global Cash  
Management & Working  
Capital Solutions*  
**BBVA**



**Andre Aguiar**  
*Director,  
Global Process Owner*  
**AngloGold Ashanti**



**Jairo Sancho**  
*AP Senior Manager*  
**Align Technology**



**Mauricio Gonzalez**  
*Director SSC*  
**FEMSA**



**André Bertolin**  
*CFO, Finance and Controlling VP  
- Latin America*  
**Robert Bosch**



**Pamela Perez Mendoza**  
*Team Manager Recruitment  
Services WW & HR Manager*  
**Lufthansa Global Business  
Services**



**Renato Mazzarolo**  
*GBS Latam Director*  
**Saint-Gobain do Brasil**



**Sylvia Carolina Cantuna  
Castillo**  
*Western Hemisphere GBS  
Finance Director*  
**SLB**



**Aaron Veach**  
*Executive Director,  
Finance Transformation*  
**Redwood Software**



# RENOWNED ADVISORY BOARD



**Ramy Adham**  
*General Manager,  
Global Business Services  
Americas*  
**British American Tobacco**



**Erika Beltran**  
*VP Control Shared  
Services PepsiCo (NA,  
LATAM, Europe)*  
**PepsiCo**



**Jeff Hughes**  
*Director, Intelligent  
Automation Group*  
**Mitsui & Co (USA), Inc**



**Aranzazu Lopez**  
*Head of Operations HR  
Services Delivery*  
**Lufthansa**



**Vineet Dwivedi**  
*Global Head – Alcon  
Global Services*  
**Alcon**



**Anthony Byrne**  
*Senior Director, Global  
Transformation &  
Operational Excellence*  
**Iron Mountain**



**Veronica Monzon**  
*Site Controller Finance &  
Accounting & R2R Manager,  
Costa Rica SSC*  
**Equifax**



**Jose Sorondo**  
*Former Global Director  
Accounts Payable*  
**lululemon**



**Yojana Hidalgo**  
*Sr. Director for HR  
Operations*  
**ADM**

## Make Your GBS a Strategic Business Partner

Explore new ways to communicate your GBS strategy, demonstrate business impact, and create demand for your services. Sessions will examine how internal branding, stakeholder engagement, and performance metrics can boost visibility and influence.

## Turn Data Into Strategic Advantage

Find out how to build a data-centric culture that empowers teams, enhances forecasting, and supports business agility. With analytics playing a larger role in GBS strategy, this is a chance to benchmark your progress and uncover new tools to support smarter, faster decisions.

# TOP REASONS TO ATTEND

## Connect With the Region's Most Influential GBS Leaders

Engage with peers and leaders who are navigating your challenges and pursuing bold transformation agendas. From heads of GBS to automation leads and talent strategists, you'll gain insights from those driving meaningful change across Latin America.

## Get a Front-Row Seat to Generative AI in Action

Move beyond the hype with practical case studies showcasing how AI, machine learning, and RPA are being combined to optimize end-to-end operations. Discover real applications and lessons learned from organizations already on the cutting edge of digital enablement.

## Invest in Yourself and Your Team - Earn 14.5 Credits!



Earn SHRM credits while gaining tools and techniques to accelerate your professional and organizational development.

# Exclusive Bogotá Site Tours: Zimmer Biomet



We're excited to offer you the opportunity to choose an innovative shared services center to explore through our curated Site Tour experience



**Site Tour Leader:**  
**Paula Ordonez Angel**  
*Americas GBS Site Director & Country General Manager Zimmer Biomet*

## Site Tour Details:

- **Address:** Carrera 7 123 35 Torre 123 Piso 7, Bogotá, Bogotá 110821
- **Date:** October 20, 2025
- **Capacity:** 50 people

## Peer to Peer Networking:

The tour experience provides a great opportunity to get to know your peers on the bus ride and during the tour.

## Meet the Experts:

Upon arriving at the office, you'll have the chance to meet and interact with industry experts to understand each detail of the space and how it aligns with the companies initiatives and employee needs.

## Facility Tour:

Step inside Zimmer Biomet's Bogotá facility for a behind-the-scenes look at how its workspace drives digital transformation through purposeful design, innovation, and cross-functional collaboration.

# Exclusive Bogotá Site Tours: Adidas



We're excited to offer you the opportunity to choose an innovative shared services center to explore through our curated Site Tour experience



**Site Tour Leader:**  
**Sofia Becerra**  
Senior Director of GBS Operations  
**Adidas**

## Site Tour Details:

- **Address:** PRIME TOWER Av Calle 100 #19-54
- **Date:** October 20, 2025
- **Capacity:** 25 people

## Peer to Peer Networking:

The tour experience provides a great opportunity to get to know your peers on the bus ride and during the tour.

## Meet the Experts:

Upon arriving at the office, you'll have the chance to meet and interact with industry experts to understand each detail of the space and how it aligns with the companies initiatives and employee needs.

## Facility Tour:

Step inside Adidas' Bogotá operations for an inside look at how the brand drives regional business services through innovation, data-driven decision making, and a culture of performance and growth.

# MAKE INFLUENTIAL CONNECTIONS

## SENIORITY LEVEL



- 44% - Manager
- 22% - Director
- 20% - VP-level
- 10% - C-Suite
- 3% - Non-Manager

The majority of attendees are decision-makers who control or directly influence the budget

## INDUSTRY



- 32% - Food & Beverage
- 22% - Retail and Manufacturing
- 16% - Professional Services
- 13% - Healthcare
- 12% - BFSI
- 5% - Utility & Energy

A variety of industries means even more opportunities for benchmarking



I had the great opportunity to share at Shared Services & Outsourcing Week LATAM organized by SSON some of the initiatives that we are promoting from Ternium's HR Global Shared Service to impact our culture and the experience of our people using AI and disrupting technologies.

**Global HR Shared Services Director, Ternium**

## Did You Know There Are...?

-  **261** Delivery Centers in **Brazil**
-  **181** Delivery Centers in **Mexico**
-  **117** Delivery Centers in **Colombia**
-  **94** Delivery Centers in **Costa Rica**
-  **71** Delivery Centers in **Argentina**

According to SSON Research & Analytics, 2024

# LEADING AGENDA



SSON is recognized by SHRM to offer Professional Development Credits (PDCs) for SHRM-CP® or SHRM-SCP® recertification activities

**Prerequisites:** Basic knowledge of business services within any industry.  
**Advanced Preparation:** None  
**Program Level:** Intermediate  
**Delivery Method:** Group Live

## Pre-Conference Workshop Day - Monday, October 20, 2025

7:00 am Registration Begins

8:00 am **Workshop A: Shared Services: From Building Blocks to Breakthroughs**

9:30 am **Break**

10:00 am **Workshop B: Using Business Intelligence Automation to Scale your Shared Services Operating Model Across Functions**

*Speakers: Esteban Carril, Executive Director, Latin America, Chazey Partners  
Chuy Michel, Vice President Intelligent Automation, Chazey Partners  
Diego Fuenzalida Zickendraht, Head GBS Americas, Inchcape*

11:30 am Lunch

12:30 pm **WORKSHOP C: Building a Critical Thinking Mindset for Smarter, Faster Service Decisions**

*Speakers: Paula Ordonez Angel, Americas GBS Site Director and Country General Manager, Zimmer Biomet  
Cristina Ramirez Vega, Continuous Improvement Manager, Zimmer Biomet*

2:00 pm Afternoon Refreshments

2:30 pm **WORKSHOP C: Master the Touchless Close and Redefine your R2R Process**

*Speaker: Aaron Veach, Executive Director, Finance Automation, Redwood*

TBD **Leave for Zimmer Biomet / Adidas Site Tour**

## Main Day One - Tuesday, October 21, 2025

8:00 am Registration & Breakfast

9:00 am **SSON & Chairperson' Opening Remarks**

9:15 am **Evolve from Efficiency to Impact: The Journey to Value-Driven Service Delivery**

*Speaker: Carlos Santos, Leader of Americas Business Services, Holcim ABS*

9:30 am **Evolve from Efficiency to Impact: Nokia's Journey to Value-Driven Service Delivery**

10:00 am **Build a Data-Centric Culture to Power Smarter Decision-Making**

10:30 am Refreshment Break

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**Delivery Method:** Group Live

## (Continued) Main Day One - Tuesday, October 21, 2025

### Tracks Begin

<p>11:00 am <b>Shared Services Fundamentals</b>                  Maintain SLA Performance to Enable Seamless Business Transitions  <b>Speaker:</b> <i>Mauricio Javier Gonzalez Flores, Finance SSC Director at Femsa, Xpertal-Centro de Servicios Compartidos SA de CV</i></p>	<p>11:00 am <b>AI and Automation</b>                  Optimize Order-to-Cash: Standardization, Automation, and Global Rollout  <b>Speaker:</b> <i>Suemi Gonzalez, Senior Manager of SSC AR, Budget for LatAm, Iberia and US, PepsiCo</i></p>	<p>11:00 am <b>GBS Expansion</b>                  Scaling Without Strain: How a Global Business Services Model Enables Growth with Efficiency  <b>Speaker:</b> <i>Sylvia Carolina Cantuna Castillo, Western Hemisphere GBS Finance Director, SLB</i></p>
<p>11:35 am <b>Shared Services Fundamentals</b>                  Laying a Scalable Foundation Amid Regional Complexity</p>	<p>11:35 am <b>AI and Automation</b>                  Accelerating Digital Talent Growth at Bosch Latin America  <b>Speakers:</b> <i>Amanda Sa, Head of Digital Transformation &amp; Innovation, Robert Bosch</i>  <i>Andre Bertolin, CFO, Finance and Controlling VP - Latin America, Robert Bosch</i></p>	<p>11:35 am <b>GBS Expansion</b>                  From Stabilization to Strategic Outsourcing: A Transparent View on Transforming Global Shared Services  <b>Speaker:</b> <i>Andre Aguiar, Global Process Owner Director, AngloGold Ashanti</i></p>

12:05 pm **Lunch**

### Tracks Continue

<p>1:10 pm <b>Shared Services Fundamentals</b>                  Embedding a Culture of Continuous Improvement to Power Shared Services Growth  <b>Speaker:</b> <i>Erick Castillo, AGS Center PMO &amp; SMP Implementation Manager – MXC, Alcon Laboratories</i></p>	<p>1:10 pm <b>AI and Automation</b>                  Build a Workforce That's Ready for Automation –Not Replaced by It</p>	<p>1:10 pm <b>GBS Expansion</b>                  Case Study: Scaling Shared Services Across LATAM– Diageo's FP&amp;A experience  <b>Speaker:</b> <i>Rafael Munoz, Head of FP&amp;A for Latin America and Caribbean, Diageo</i></p>
<p>1:45 pm <b>Shared Services Fundamentals</b>                  Design a Talent Strategy That Overcomes Labor Market Volatility  <b>Speaker:</b> <i>Judy Ortega, Head of Source To Pay (STP) &amp; Client Engagement for Latin America Region, Diageo</i></p>	<p>1:45 pm <b>AI and Automation</b>                  Connecting the Dots: Automating AR, AP, Collections, and FP&amp;A from End to End  <b>Speaker:</b> <i>Juan Restrepo, Head of Cash Management Sales for Latam and Transaction Banking, BBVA</i></p>	<p>1:45 pm <b>GBS Expansion</b>                  Leveraging the Brand to Strengthen Culture, Attract Talent, and Elevate Shared Services Demand  <b>Speaker:</b> <i>Ricardo Correa, GBS People Services Americas Head, Opella</i></p>



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**Advanced Preparation:** None  
**Program Level:** Intermediate  
**Delivery Method:** Group Live

## (Continued) Main Day One - Tuesday, October 21, 2025

2:20 pm & 3:05 pm **IDGs Begin - Choose 2**

<p><b>IDG 1</b> - Breaking Down Communication Barriers <i>Hosted by Immerse</i></p>	<p><b>IDG 2</b> – Advance Your Finance Strategy with Customer-Centric, People-First Leadership <b>Moderator:</b> Carlos Rincon, Head of Operations Order to Cash &amp; Revenue Accounting, Lufthansa</p>	<p><b>IDG 3</b> - Overcome Change Fatigue Across Your Functional Teams <b>Moderator:</b> Brenda Barba, P2P Manger, Elanco</p>
<p><b>IDG 4</b> - What AI Can and Cannot Solve in Your Shared Services Journey <b>Moderator:</b> Monica Teson, Genrente de Servicios de Excelencia, Thomas Greg &amp; Sons</p>	<p><b>IDG 5</b> –Ready Your Teams for Data-Driven Decision-Making <b>Moderator:</b> Juan Camilo Aguilar, Business Analysis &amp; Controlling Head Americas, Opella</p>	<p><b>IDG 6</b> – Build Buy-In for Shared Services Expansion from Business Units</p>

3:45 pm Afternoon Break

4:15 pm **Transforming Shared Services into a Customer-Facing Engine**  
**Speaker:** Bernardo Londono, Center Head, Global Service Center Americas, DHL

4:45 pm **From Chaos to Clarity: Establishing a Global Standard for GBS in LATAM**  
**Speaker:** Sofia Becerra, Senior Director GBS Operation for Americas, Adidas

5:15 pm **Chairperson’s Closing Remarks & Drinks Reception**

6:15 pm **LATAM Impact Awards Celebration**

## Main Day Two - Wednesday, October 22, 2025

8:00 am Registration & Breakfast

9:10 am **Chairperson’s Welcome**

9:15 am **Panel - Lessons Learned from GBS Growth Journeys**  
**Speakers:** Juan Victor Salazar Duque, Director of Finance (CFO) | Head of Strategy and Performance Americas, **Holcim**  
 Eduardo Rocha, GBS Performance Manager, **Schlumberger**  
 Renato Mazzarolo, GBS Latam Diretor, **Saint-Gobain do Brasil**  
 Diego Amaya, Finance Director, GSF North America, **Johnson & Johnson**



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**Advanced Preparation:** None  
**Program Level:** Intermediate  
**Delivery Method:** Group Live

## (Continued) Main Day Two - Wednesday, October 22, 2025

10:00 am **Unlock Productivity: How Streamlined Teams can Boost Efficiency and Revenue Without Increasing Headcount**  
*Hosted by ProHance Analytics*

10:30 am Morning Networking Break

### Tracks Begin

<p>11:00 am <b>Supply Chain/ Procurement Track</b></p> <p>Expand Supply Chain Shared Services: What Functions Can (and Should) Be Centralized?  <b>Speaker:</b> <i>Iris Meza Herrera, Senior Director, Supply Chain LATAM Central Zone OU, The Coca-Cola Company</i></p>	<p>11:00 am <b>HR Track</b></p> <p>Design a Location-Agnostic Hiring Strategy to Build Talent  <b>Speaker:</b> <i>Sergio Cadavid, HR Head, LafargeHolcim LATAM</i></p>	<p>11:00 am <b>Finance Track</b></p> <p>Aligning People Strategy and Business Strategy to Drive Financial Resilience  <b>Speaker:</b> <i>Paulina Garces, Finance and Accounting Operations Lead for Latin America, ABB</i></p>
<p>11:35 am <b>Supply Chain/ Procurement Track</b></p> <p>Achieve Agility: How to Scale Supply Chain Capabilities Globally</p>	<p>11:35 am <b>HR Track</b></p> <p>The Digital Employee Experience: Leverage AI and Automation in HR  <b>Speaker:</b> <i>Carlos Yevara, Senior Manager, Operational Excellence &amp; PMO - HR Services, Estee Lauder Companies</i></p>	<p>11:35 am <b>Finance Track</b></p> <p>The Sword, The Shield and the MIDAS Touch: Turning Data into Financial Power  <b>Speakers:</b> <i>Gelver Hernandez, Head of Financial Operation Operations Department, Ecopetrol</i>  <i>Francisco Patiño, Asset Information Management Coordinator, Ecopetrol</i></p>
<p>12:10 pm <b>Supply Chain/ Procurement Track</b></p> <p>Enable Data-Driven Decisions in Supply Chain Operations</p>	<p>12:10 pm <b>HR Track</b></p> <p>Customer-Driven KPIs to Elevate Your HR Shared Services</p>	<p>12:10 pm <b>Finance Track</b></p> <p>From Back Office to Front Office  Transformation in LATAM Shared Services</p>
<p>12:40 pm Lunch</p>		

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**Delivery Method:** Group Live

## (Continued) Main Day Two - Wednesday, October 22, 2025

1:45 pm & 2:30 pm **IDGs Begin - Choose 2**

<p><b>IDG 7</b> - Balance Global Standards with Regional Flexibility in Shared Services  <b>Speaker:</b> <i>Juan Carlos Gomez Ochoa, Chief Information Officer LATAM, B. Braun Group</i></p>	<p><b>IDG 8</b> - From Firefighting to Foresight: Operationalizing a Continuous Improvement Culture  <b>Speaker:</b> <i>Jairo Sancho, Director of Shared Services, Align Technology</i></p>	<p><b>IDG 9</b> - Building Organizational Agility to Enhance Customer Experience  <b>Speaker:</b> <i>Ronald Joaquin Navarro Delgado, Jefe de Mejora Continua (Transformacion &amp; Mejora Continua en Shared Services Center), CMI</i></p>
<p><b>IDG 10</b> - From Support Function to Strategic Partner: Aligning Shared Services with Business Goals  <b>Speaker:</b> <i>Karin Lachner, Strategy Director - Global Business Services, Equifax</i></p>	<p><b>IDG 11</b> – Prepare Your Business for AI Operational Readiness</p>	<p><b>IDG 12</b> - Upskilling and Reskilling at Scale: What's Actually Working?  <b>Speaker:</b> <i>Pamela Perez Mendoza, Team Manager Recruitment Services WW &amp; HR Manager, Lufthansa Global Business Services</i></p>

3:15 pm **Building Talent Engines Across the Americas: A Case Study in Regional Transformation**  
**Speaker:** *Ximena Flores, HR Director, Head of Global Services LATAM and Global Payroll, Johnson & Johnson*

3:45 pm **Road to Recognition: Building a GBS that Became One of the Best Places to Work in the Region**  
**Speaker:** *Enrique Aguirre, Costa Rica Global Service Center Director - Country Gov. Leader C&C, Andean and Southern Cone Region, 3M*

4:15 pm **Chairperson's Closing Remarks & End of Day**



# INTRODUCING SSOW LATAM IMPACT AWARDS



SSON's Latin American Shared Services & Outsourcing Impact Awards is a globally recognized, annual industry awards ceremony, which honors and celebrates SSC and service delivery teams who have exceeded industry standards in their SS&O initiatives.

Automation Impact Award

Human Resources  
Impact Award

Finance Transformation  
Award

Process Improvement  
Impact Award



Not only will the winners receive a trophy and bragging rights but, as an added bonus, each finalist will receive 1 free pass to attend SSOW LATAM 2025. For more information on the Impact Awards, **visit our website [HERE](#)** or email Wil Thomae at [Will.Thomae@ssonetwork.com](mailto:Will.Thomae@ssonetwork.com).

**Applications Are Now Closed**

**Finalist Announcement:** Wednesday, September 24, 2025

**Winners Announcement:** Onsite at SSOW LATAM Bogota - Tuesday, October 21, 2025

*NO FEE TO APPLY & ALL FINALISTS GET FREE PASSES TO ATTEND SSOW LATAM!*

# PAST ATTENDING COMPANIES

Shared Services & Outsourcing Week Latin America brings together individuals and teams from institutions of all types and sizes. If you are responsible for shaping and reinventing the Future of business this is a must attend program.

**Alcon**



**BACARDÍ.**



**BOSCH**



**HITACHI**

Johnson & Johnson



**sanofi**

**Smith+Nephew**

**stryker**



VIEW PAST ATTENDEE SNAPSHOT

# 2025 SPONSORS



## INTERESTED IN SPONSORSHIP OPPORTUNITIES FOR SSOW LATAM?

Reach out to learn more about attendee stats, sponsorship opportunities, testimonials, and more. Let us help you maximize your ROI at the conference.



**Thomas Christmann**  
Director of Strategic Partnerships  
[Thomas.Christmann@ssonetwork.com](mailto:Thomas.Christmann@ssonetwork.com)

**BOOK A CALL**



# What is SSON Research & Analytics

SSON R&A is SSON's global data center, now in its 7th year of operation. Thousands of practitioners and consultants recognize SSON R&A as their premier resource for shared services related metrics, benchmarks, trends, market analytics and advisory services. With a user-friendly interface, easily downloadable benchmarks and topic-based charts, SSON R&A adds valuable ammunition to your inhouse or client presentations, strengthening your business case and your credibility. SSON regularly canvases its membership for updated metrics and analytics, allowing us to highlight even minor shifts. SSON R&A distinguishes itself from other associations by offering subscribers direct access to relevant metric data at a highly competitive cost.

**"The C-suite expects to see market metrics to evaluate shared services' performance. I have explored various opportunities available in the market. SSON Research & Analytics offers reliable benchmark data, at a highly competitive cost. Given access to this data, by region or industry, I can draw my own conclusions. I don't need to source expensive third-party analysts, as we can interpret the data ourselves."**

Edoardo Peniche, Vice President, Global Business Services - Aptiv

## What Tools & Services Are On Offer?



### City Cube

Compare 3000+ shared services locations around the world, across 20+ variables such as: cost of labor, talent availability, number of shared services centers, average salaries, and much more.



### Intelligent Automation Universe

A one-stop platform for all things RPA, cognitive and AI related that allows users to learn about dozens of IA software vendors, compare their product capabilities, understand the differentiators, and see their customer footprint.



### Shared Services Atlas

Locate and evaluate shared services hotspots at country, state, or city level from our global database of 10,000+ global delivery centers. Filter by industry, function, and organization size.



### Research Insight Reports

Our monthly RIR's are guided by industry insiders with at least 10 years' experience, and are underpinned by real-time market data to address not just the trends, but the solutions you need to implement.



### Advisory Service

As a Premium subscriber you can access our industry experts for 1:1 guidance and actionable steps to propel your GBS journey. We also offer bespoke research services to support your projects with analytics, experience and knowledge.



### Visual Analytics Workbooks

Curated charts under core topic headings that summarize the biggest trends and shifts across SSO/GBS.



### Metric Benchmarker

Benchmark your SSO across 130+ different metrics, choosing either a conglomerate of industry/country benchmarks; or the Top 20 Most Admired SSOs' benchmarks in the Metrics Intelligence Hub.

For more information on how to become a subscriber to SSON Research & Analytics and gain access to hundreds of metrics, benchmarks, city-based talent, a list of delivery centers globally, and monthly research-based reports, please contact:



**Josh Matthews at**  
**Josh.matthews@sson-analytics.com**

# SECURE YOUR SPOT

END-USERS - SHARED SERVICES PROFESSIONALS	Register by Friday, October 17, 2025	Standard
<b>GOLD: MAIN CONFERENCE PASS</b> Including: Main Conference + Interactive Discussion Groups + Panel Discussions + Breakfast & Lunch Networking Opportunities + Innovation Hub + Networking Receptions	\$2,199 Save \$200	\$2,399
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Please note: A 19% VAT will be applied to all conference pass prices at checkout, in accordance with local tax regulations.

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