

The logo for sson, featuring the lowercase letters 'sson' in a white sans-serif font. The letter 'o' is replaced by a stylized globe icon with blue and white segments. A vertical blue bar is positioned to the left of the logo.

sson

Shared Services &  
GBS Select

# POST-SHOW REPORT

March 24 - 25, 2024 | Orlando, Florida



# 2024 SELECT SNAPSHOT



**250+**  
Meetings  
Delivered



**50+**  
Decision  
Makers



**25+**  
Speakers



**130+**  
Active  
Projects

## Top 5 Investment Properties

**Cost  
Optimization**



**Artificial  
Intelligence &  
Automation**



**Workforce  
Management**



**Transforming  
your SS & GBS**



**Finance  
Transformation**



“Shared Services & GBS Select continues to hold its place as the premium closed-door event for executive leadership to set strategy, improve operational excellence and drive value and scalable growth to the enterprise. In just a day and a half, executives embraced the opportunity to share insights and innovative ideas to maximize efficiency and collaboration in their organizations, all by way of a VIP experience. This year the level of conversation was unmatched with discussions moving the needle on top priorities for 2024 including AI and automation applications, outsourcing best practices, market trends, restructuring strategy and so much more. Unlike other events, this personalized, intimate setting allowed executives to build meaningful relationships with industry peers and solution providers to level up their services, support and value to the enterprise. This event’s success relies on the expertise and engagement of every single person in the room and with that I say THANK YOU to each and every one of you for making this our best event yet!”



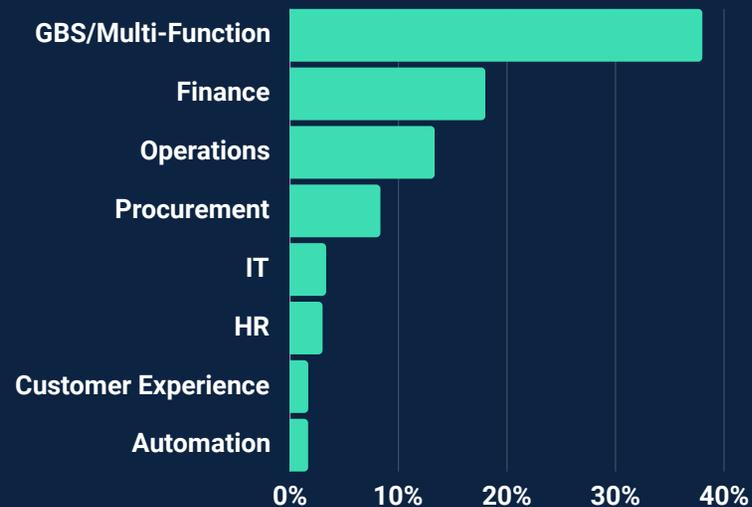
- Jenna Cerulli, Senior Producer and Market Analyst , **SSON**

# SPARKING CONNECTIONS WITH...

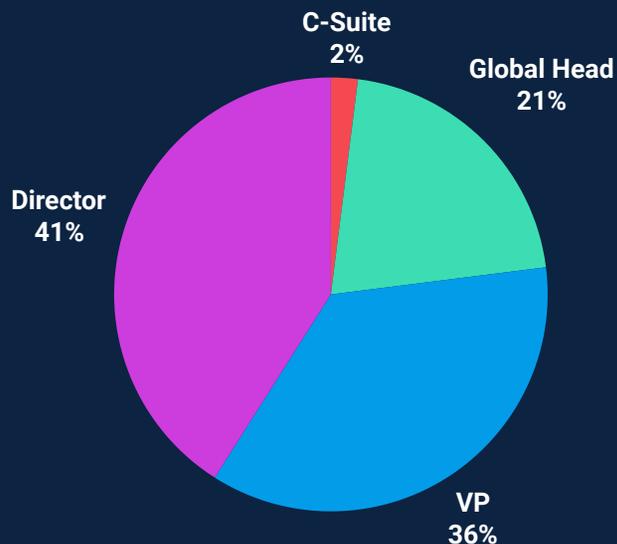
## INDUSTRY



## JOB FUNCTION



## SENIORITY LEVEL



# TOP SESSIONS & SPEAKERS

## ALL SESSION FORMATS

- Master Classes
- Panel Discussions
- 1:1 Business Meetings
- Challenge Roundtables
- Business Cases
- Keynote Panels

### PANEL DISCUSSION: BPO to the Rescue! Identifying Opportunities and Creating Strong Relationships for Efficiency and Resource Management



Srinu Cherukumilli, Head of Global Business Services, **Tropicana Brands Group**



Anurag Chaturvedi, Vice President, Operations Strategy and Transformation, **Kyndryl**



Jose Sorondo, Director Global Finance Shared Services, **lululemon**



Chris Mueller, Head of Sales, **Booth & Partners**

### PANEL DISCUSSION: Lead Transformation Initiatives to Scale and Achieve Operational Excellence



Srinu Cherukumilli, Head of Global Business Services, **Tropicana Brands Group**



Kelli Fly, Senior Vice President, Global Client Accounting Shared Services, **Newmark**



Anupam Govil, Global Head of Strategic Sales and Partnerships and Managing Partner, **Avasant**



Kieran Stack, Head of Shared Services & Insurance Operations, Digital Client Solutions, **Aon**

### CHANNEL ROUND: The Power of GenAI: Transforming Document Processing Automation



Bala Arumugam, Chief Growth Officer, **Klarity**

### 2024: The Year of Problem Solving and Workforce Optimization



Tom Bangemann, Head of Data, Development & Research, **SSON Research & Analytics**

# ATTENDEES ARE RAVING



“

“Being in a Shared Services organization is a niche area and being surrounded by individuals experiencing similar challenges was incredible. I learned more at this conference than any other conference I've attended in my career.”

– Senior Director, Shared Services, **Life Time**



“

“We really find great solutions and we find fantastic connections. connections throughout the industry that really helped throughout our career whether we're with the same organization or we move on, that community still exists and that's extremely important.”

– Vice President, Vice President of Global Business Services, **Centine Corporation**



“

“The 1:1 sales meetings have been the most enlightening, I've learned so many different things that I've done and know we can do. We are growing very quickly through acquisitions and with all these issues that I didn't know we could resolve with AI as an example.”

– Director of Shared Services, **Inotiv**



“

“The opportunity to meet with a small and select group of my peers in a more intimate setting provided me with a great opportunity to both network and really dig into topics of specific interest. I very much enjoyed the 'Bring your own' problem sessions which allowed me to directly explore current challenges with other organizations who had already experienced my challenges.”

– Senior Vice President, Global Business Services, **Herbalife Nutrition**



# THANK YOU TO OUR SPONSORS



# MEET THESE MARKET-LEADING SPONSORS THIS FALL



*"The Shared Services & GBS Select event opened new opportunities and markets for our business, bringing our GBS dreams to life."*

- Avasant  
Shared Services & GBS Select, March 2024



*"I led one of the panel sessions and it was super interactive. The group was really great about providing insights from things that they're doing today and how they're providing some of the best practices for their organizations."*

- Klarity  
Shared Services & GBS Select, March 2024



*"The value for this Select was that outsourcing services in shared services for us was the main big thing and also because of the 1:1s...we have already 8 to 10 possible opportunities to sit with clients so that makes a big difference."*

- CEO, Tools2Power  
Shared Services & GBS Select, March 2024



## SPOTS ARE FILLING UP FOR FALL 2024

If you're interested in sponsoring an upcoming event, please reach out to me at [Shah.Zaman@ssonetwork.com](mailto:Shah.Zaman@ssonetwork.com)

Shah Zaman, Managing Director, Strategic Partnerships, SSON

# JOIN US IN HOUSTON!



## Shared Services & GBS Select

September 24 - 26, 2024  
Houston, TX

In a dynamic business environment focused on cost efficiency, Shared Services & GBS Leaders are transitioning from transactional roles to strategic business partners. This shift enables SSOs to provide valuable insights, improving decision-making and delivering lasting value to the enterprise. Efficiency, effectiveness, and service excellence are key goals driving leaders to enhance their services. Join our executive network to collaborate on strategy, develop success roadmaps, and explore technology solutions for an exceptional customer experience.

## EXPERT SPEAKERS TO EXPECT THIS SEPTEMBER



**Jennifer Kruman**  
*Executive Director,  
Business  
Intelligence and  
Operational  
Excellence Leads  
The Estee Lauder  
Companies*



**Rob Bradford**  
*Vice President,  
Global Business  
Services  
Kimberly-Clark*



**Dina Baker**  
*Senior Director,  
Business,  
Technology, and  
Operations  
Amazon*



**Olga Thelliyankal**  
*Senior Vice  
President, Finance  
Operations and  
M&A COE  
Mastercard*

AND MANY  
MORE ALREADY  
CONFIRMED

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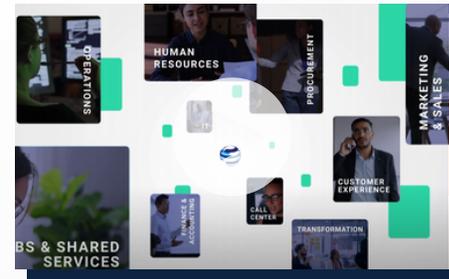
# WHO IS SSON?

## And How Can We Help You?

The **Shared Services & Outsourcing Network (SSON)** is the largest and most established community of shared services and outsourcing professionals in the world, with over 180,000 members.

Established in 1999, SSON recognized the revolution in business support services as it was happening and realized that a forum was needed through which practitioners could connect with each other on a regional and global basis.

SSON operates under four distinct brands – SSON Digital, SSON Research & Analytics, SSON Events and Global Business Services Training & Certification – all offering shared services professionals the information, tools and connections they need to do their jobs.



**WATCH OUR 2-MINUTE INTRO VIDEO!**

## SSON Digital

SSON Digital is the leading global online news source, offering cutting-edge content and technology innovations through iconic reports, topical webinars and online events, columns, and much more. Supported by a Global Advisory Board of world-class practitioners, we deliver the information to help drive maturity across the business services industry.

## SSON Research & Analytics

SSON Research & Analytics is SSON's global data analytics centre, and your premier resource for all the metrics, benchmarks and insight that affect your Shared Services operations. The SSON Analytics platform provides data-driven intelligence via access to a library of research studies and four data tools: Metric Benchmarker, City Cube, Intelligent Automation Universe and the Shared Services Atlas.

## SSON Events

SSON Events offer access to unmatched networking opportunities, exclusive experiences, world-class speakers, cutting-edge content and the most innovative technology and services. SSON events are carefully constructed products ranging from large-scaled to process-intensive to exclusive senior-level gatherings across live and virtual event platforms.

## SSON GBS Training & Certification

Global Business Services Certification provides the key strategies, proven approaches and standardized models that will take your work, your team and your organization to the next stage of maturity, and thus deliver greater efficiency, cost reduction, agility and innovation. With a P-GBS Certification, you have earned the credentials that distinguish yourself as an expert.