



sson

# Future of Finance & CFO Select

## 2025 POST SHOW REPORT

SEPTEMBER 16 - 18, 2025

HOUSTON, TX



# SHARED SERVICES & GBS SELECT BY THE NUMBERS



**30+**  
Attendees



**12+**  
Speakers



**150+**  
Meetings  
Delivered



## KEY TAKEAWAYS

**Build resilient  
finance  
operations**



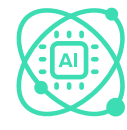
**Data-driven  
decisions fuel  
growth**



**CFO-CIO  
alignment speeds  
modernization**



**AI-first finance  
accelerates  
transformation**

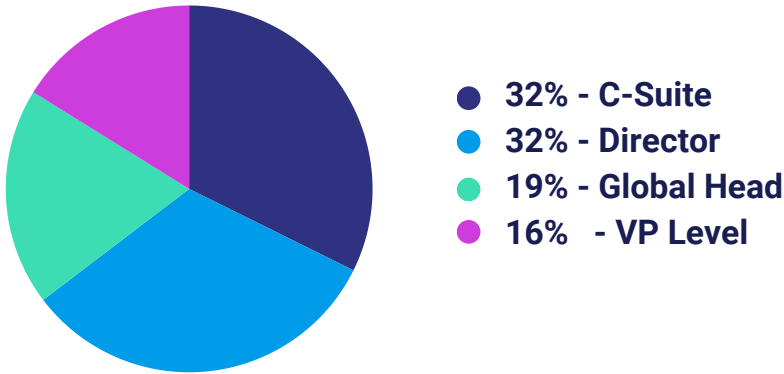


“ The 2025 Future of Finance & CFO Select gathered senior finance leaders for three days to explore the evolving CFO role, from talent development to AI-driven transformation, through lively 1:1 meetings, panels, and interactive sessions. Highlights included redefining finance roles, scaling intelligent automation, and using data for strategic growth. Beyond actionable strategies, attendees built meaningful connections across receptions, informal meetups, and a Texas Hold'em tournament, leaving energized by a community that blends insight with camaraderie.

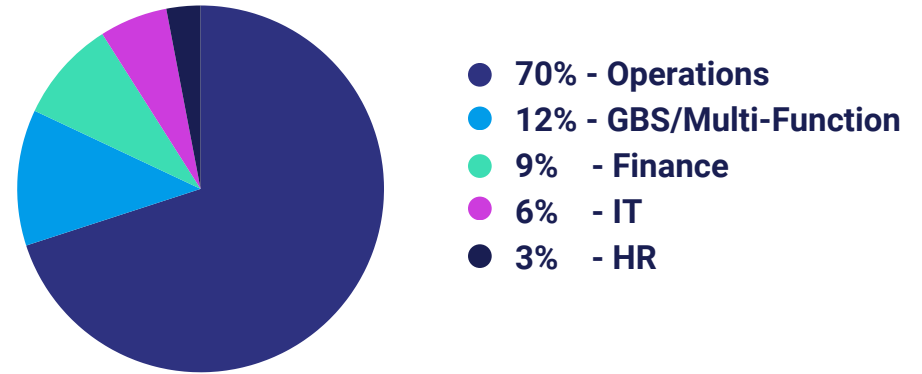
-- Lisa Schulman, Executive Producer, Future of Finance & CFO Select

# SPARKING INFLUENTIAL CONNECTIONS

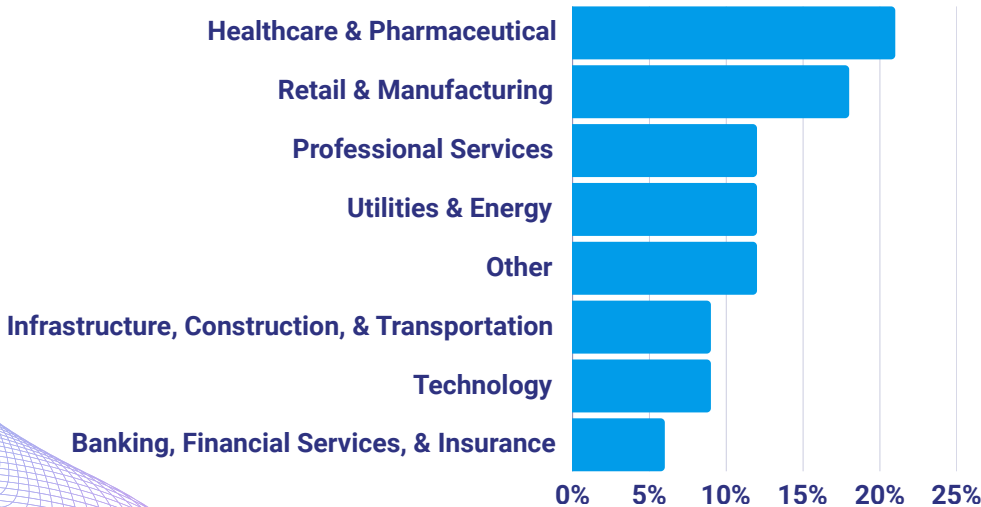
## SENIORITY LEVEL



## FUNCTION



## INDUSTRY



# ATTENDEES ARE RAVING



“

Attending the CFO Select in Houston was an invaluable experience. The sessions provided fresh insights into financial transformation, automation, and leadership, while the networking opportunities allowed me to connect with inspiring peers who are shaping the future of finance. I left with a renewed vision and practical strategies to drive impact in my own organization. An outstanding organizing team that made my experience truly unforgettable.

– GBS Director , **Elanco**



“

From the Challenge Rounds that we have at this event, we learned so much about what we can take back into our specific and unique challenges back home. I probably shouldn't use the word unique, actually, because the challenge while we may think it's special to us, it's something everybody faces. It's the same challenge but packaged differently.

– Chief Accounting Officer, **Gannett**



“

The networking opportunities allowed for meaningful conversations with peers facing similar challenges. I came away with a clearer vision of how to drive efficiency and scalability within our A/R function.

– Director A/R, **MCE**

# TOP SESSIONS & SPEAKERS

## All Session Formats:

- Panel Discussions
- Challenge Rounds
- 1:1 Business Meetings

## THIS YEAR'S SLOTS ARE FILLING UP FAST!



If you're interested in speaking at our upcoming Select, please contact Lisa Schulman at [lisa.schulman@ssonetwork.com](mailto:lisa.schulman@ssonetwork.com)

### The Future of Corporate Finance: Adapting to a New Landscape



**John Adams**  
*CFO*  
MIT Lincoln Laboratory

### Evolving Finance Functions: Adapting to New Demands



**Dumitrache Martinez**  
*CFO, Mars Global Services*  
Mars

### Bridging the Finance Skills Gap: Preparing Your Team for Tomorrow's Challenges



**Imad Barake**  
*CPA, CFO*  
Airsift

### Tech Stack Transformation: Rebuild for the Future



**Rahul Maholtra**  
*CFO*  
Integreon

### Riding the Waves of Economic Chaos: How to Thrive, Not Just Survive



**Cindy Gallagher**  
*Chief Accounting Officer*  
Gannett

## 1:1 Business Meetings

The 1:1 Business Meetings with the event's sponsor partners provide a unique opportunity to connect with numerous automation solution providers.

These connections can help you uncover extensions to your existing technology stacks and discover new solutions.

### Scaling Intelligent Process Automation—From Task Automation to End-to-End Impact



**Angela Schuchart**  
*VP, Finance Transformation, U.S.*  
Venture

# THANK YOU TO OUR SPONSORS

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# INTERESTED IN SPONSORING?



*"The profiles of the attendees are generally right on point...months before when we sign up and evaluate. We generally get maybe 50% to 75% of our 1:1 meetings resulting in a sales opportunity, which we think is a very, very high rate and very worthy investment."*

- Nuvo

Shared Services & GBS Select, September 2025



*"This event really allows me to engage at a different level with folks in the market and really understand kind of their projects and what's going to drive value for their organization comparatively speaking to going into a very limited scope sales process... it's really a good opportunity."*

- FIS Global

Shared Services & GBS Select, September 2025



## SPOTS ARE FILLING UP FOR NEXT YEAR

If you're interested in sponsoring an upcoming event, please reach out to Tom Christmann, Director, Strategic Partnerships at [thomas.christmann@ssonetwork.com](mailto:thomas.christmann@ssonetwork.com)



# WHAT IS SSON?

## And How Can We Help You?

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.

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.

### 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.

### 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.

### 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.

### 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.