



IT Financial Management Week

WORKSHOP DAY ONE: MONDAY, APRIL 30TH 2018

8:15am	Workshop Registration
9:00am	<p>WORKSHOP A: ENSURING YOUR SOFTWARE ASSET MANAGEMENT PROGRAM DELIVERS VALUE BEYOND PLAIN COMPLIANCE</p> <p>Asif Bhaidu, Program Director, Ogilvy Global Business Technology Group</p>
9:45am	NETWORKING BREAK AND WORKSHOP B REGISTRATION
10:30am	<p>WORKSHOP B: BUDGETING & PLANNING FOR MAXIMUM BUSINESS IMPACT</p> <p>Craig Hollenbeck, Founding Partner, Proven IT Finance</p>
11:30am	AFTERNOON REFRESHMENTS BREAK AND WORKSHOP C REGISTRATION
12:15pm	<p>WORKSHOP C: GUERILLA ITFM ON A BUDGET—MANAGING HOMEGROWN BUDGETING APPLICATIONS</p> <p>Pia Wakefield, Financial Planning & Analysis, TBM Lead, Red Hat</p>
1:00pm	CLOSE OF WORKSHOPS DAY



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8:30am	Workshop Registration
9:00am	Chairman's Welcome Jarod Greene , VP, Product Marketing,, Apptio
9:15am	ACHIEVING APPLICATION TOTAL COST OF OWNERSHIP Brian Toba , Senior Manager, Information Technology Services, Deloitte
10:00am	Making Mergers work: Using ITFM to power M& A Barbara Verde , Director, IT Governance and Project & Portfolio Management, Ahold Delhaize Sarah Trussell , Director, Financial Planning and Analysis, Ahold Delhaize
10:45am	Morning Coffee Break
11:15am	A practitioner's framework for IT Financial Management David Dubois , AVP, IT Finance and Capital Control, BJ's Wholesale Club
12:00pm	How to leverage data and analytics to prioritize IT spends
12:45pm	Networking Luncheon
1:45pm	DO NO HARM: USING ITFM TO CUT COSTS THE RIGHT WAY
2:30pm	PANEL: FROM THE DEPARTMENT OF "NO" TO THE DEPARTMENT OF "KNOW": IT AS A TRUSTED PARTNER
3:15pm	CLOSING TOWN HALL
3:30pm	AFTERNOON GRAB-AND-GO REFRESHMENTS BREAK



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Financial Management Week

CONFERENCE DAY ONE: TUESDAY, MAY 1ST 2018

8:15am	Workshop Registration	
9:00am	Chairman's Welcome Brett Arnott , Vice President Product and Marketing, Digital Fuel 	
9:00am	OPENING KEYNOTE: How Cisco Transformed Itself Into an IT Service Organization Tim Pietro , IT Transformation Leader, Cisco	
9:45am	Running the Business Vs. Changing the Business: Getting the Balance Right Bryon Gregg , VP, Strategy and Planning, Fidelity Investments	
10:30am	Technology Demo Drive & Morning Coffee Break	
11:30am	Why on Earth Do We Do IT Financial Management Anyway? William Miller , Founding Partner, Proven IT Finance Hosted By: 	
12:15pm	Running IT As A Business Ed Hoy , Senior Director, Technology Portfolio & Business Management, VSP Global	
1:00pm	Networking Luncheon	
2:00pm	INTERACTIVE DISCUSSION GROUPS (2:00PM – 3:15PM) – CHOOSE 2	
	IDG 1: TEAM BUILDING: How to organize your people to get the best ITFM results	IDG 2: DATA CHALLENGES: Improving data quality to improve your financial management – and vice versa
	IDG 3: TOOL IMPLEMENTATIONS: Common challenges and how to handle them	IDG 4: AUTOMATION: Automating processes to manage IT cost flows
3:15pm	Afternoon Break	
	TRACK A: STARTING ON THE ITFM JOURNEY Track Hosted by: 	TRACK B: ADVANCED ITFM CHALLENGES Track Hosted by: 
3:45pm	Evaluating and implementing ITFM Solutions Robert Mishianti , VP Product Development, Nicus Software 	Evaluating the chargeback vs. showback journey for your organization Open Session
4:30pm	Evaluating and implementing ITFM Solutions George Medairy , Director of Corporate Information Technology, Sheetz	PANEL: Understanding the cloud's impact on ITFM Open Session
5:15pm	Close of Conference Day One	
6:15pm	Continue networking with new & old friends alike during our welcome reception	



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