



HR Shared Services  
Transformation Summit

# ONLINE EVENT AGENDA

**MAY 19-20 • ONLINE EVENT**

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# POWERHOUSE SPEAKERS



**MK AYDIN**

Director, Corporate Solutions  
(HR, IT & Finance)

**A+E Networks**



**TOM COLWELL**

Senior Director HR Shared Services

**eBay Inc.**



**JIM HANKINS**

Executive Director,  
HR Shared Services

**UC Davis**



**COURTNEY JACKSON**

Partner

**Scottmadden**



**GENELL BRUNHART**

Senior Manager, Employee Relations

**eBay Inc.**



**TRISH FERRIS**

Partner

**Scottmadden**



**KRIS PONTIOUS**

Manager HR Shared Services

**Black Hills Corporation**



**DAVID MONICA**

Senior Manager HR Shared Services

**Glenmark Pharmaceuticals**



**Thornton Guthrie Jr**

Regional HR Shared Services Manager

**Zimmer Biomet**

## ONLINE EVENT SPONSORED BY:



**MAY 19-20 • ONLINE EVENT**

# POWERHOUSE SPEAKERS



**KATHLEEN  
BIENKOWSKI**  
Independent  
Consultant



**LAURA ZIFCHAK**  
Vice President, Marketing North  
America & Global Marketing Operations  
**PeopleDoc Inc.**



**CARME LEWIS**  
Senior Director, HR Shared Services  
**Amy's Kitchen**



**JEROEN BOS**  
Head of HR Shared Services  
**Signify**



**KYM BURKE**  
Senior Director Employee Service  
Center & People Operations  
**Cox Automotive**

# AGENDA

## DAY ONE • TUESDAY, MAY 19, 2020

10:00am–  
10:45am  
PST

### **The Essentials for Change Management Success: Ensuring a Smooth Transformation and Avoiding the Hurdles**

How do you establish an efficient, consumer-focused, world-class HR function while meeting organizational needs and readiness? In this session, we will uncover leading change management approaches, communications, marketing, and training strategies and provide tactics for success.

- Why Change Management is so Important to Success
- Where Change Management Misses the Mark
- Communications and Marketing – Quantity over Quality
- Training – Quality over Quantity

**Courtney Jackson, Partner, ScottMadden, Inc.**

**Trish Ferris, Partner, ScottMadden, Inc.**

**Hosted by ScottMadden, Inc.**

10:45am–  
11:30am  
PST

### **APPLYING ARTIFICIAL INTELLIGENCE TO A SHARED SERVICES MODEL**

RPA is no longer a buzz word! According to SSON Analytics, 80 percent of Shared Services centers have already implemented RPA and are achieving the benefits of cost savings, accuracy and providing a FT employee with more value added work. More mature SSOs are now on their journeys to implementing Artificial Intelligence to gain a competitive advantage.

Join this session to learn:

- How to keep the enterprise secure while using AI
- How Natural Language Processing (NLP) will have a huge impact on your HR Transformation
- How AI can help you win the talent war

**MK Aydin, Sr Director, Corporate Solutions (HR,IT & Finance), A+E Networks**

11:30am–  
12:15pm  
PST

### **OPERATIONAL EXCELLENCE TO THE MAX – OUTPERFORMING THE COMPETITION**

Many HR executives say that ensuring their operating model provides a competitive advantage is a major challenge. With so many new tools available in this era of digital transformation, it can be difficult to keep up. In this session you will hear from the head of Shared Services at Signify on how they were able to achieve operational excellence and the benefits achieved by the organization. He will also:

- Examine how culture affects operational excellence outcomes
- Discuss key improvement methods
- Illustrate how to achieving operational excellence in a global environment

**Jeroen Bos, Head of HR Shared Services, Signify**



# AGENDA

## DAY ONE • TUESDAY, MAY 19, 2020

**12:15pm-  
1:00pm PST**

### **Learnings from centralizing Employee Relations**

For nearly 10 years employee relations has been managed centrally from eBay's regional HR Service Centers. Join this session to learn from eBay's experience. This discussion will include:

- The benefits and challenges of centralizing ER work
- Things to consider when setting up a centralized ER function
- Utilizing technology in centralized ER, while maintaining high touch where needed
- How to effectively partner with HR Business partners, Security and other key partners
- How to utilize your team to flex with volume changes driven by acquisitions, RIF's or other volume drivers
- How ER can create opportunities for career development within the SSC
- Where eBay plans to focus next to expand their reach and impact

**Tom Colwell, Senior Director, HR Shared Services, Ebay**

**Genell Brunhart, Senior Manager, Employee Relations, Ebay**

**1:00pm-  
1:45pm PST**

### **Interactive Discussion Groups: Call in to Debate & Discuss Key Areas of Interest with likeminded Executives**

**IDG 1: CHANGE MANAGEMENT STRATEGIES DURING A GLOBAL PANDEMIC**

**Kym Burke, Senior Director Employee Service Center & People Operations, Cox Automotive**

**IDG 2: UNDERSTAND MEASURABLE GOALS & KPIS**

**Jim Hankins, Executive Director HR Shared Services, UC Davis**

**IDG 3: THE FUTURE OF EMPLOYEE SERVICE**

**Laura Zifchak, Vice President, Marketing North America & Global Marketing Operations, PeopleDoc Inc.**

**1:45pm PST**

### **Happy Hour Time! Learn how to make your own "Quarantini"**

Between working from home with your kids fighting in the background of your Zoom calls and donning a mask to make that grocery store run only to find that they still don't have toilet paper, we could all probably use a drink.

So join your fellow attendees and speakers for a cocktail/mocktail demonstration! **We will also announce the winner of the free ticket to the HR Shared Services Live Event (taking place 2021) during this happy hour!**

Ingredients you'll need:

- White Rum (or Ginger Ale for a Mocktail)
- Sugar
- Mint
- Lime Juice or Fresh Lime
- Club Soda
- Ice
- Shaker

# AGENDA

## DAY TWO • WEDNESDAY, MAY 20, 2020

10:45am-  
11:30am  
PST

### **PANEL: WHY SMALL IS BEAUTIFUL**

Join HR industry veterans as they share insight on unique challenges and benefits small and medium size enterprises face within HR Shared Services. Discussion includes:

- Key drivers for setting up a Shared Services Center
- Biggest challenges for faced after implementation and how to overcome them
- Greatest successes and how SMEs ultimately measure success

Moderator:

**Kathleen Bienkowski, Independent Consultant**

Panelists:

**Carne Lewis, Senior Director, HR Shared Services, Amy's Kitchen**

**David Monica, Senior Manager, HR Shared Services, Glenmark Pharmaceuticals**

**Kris Pontious, Manager, HR Shared Services, Black Hills Corporation**

11:30am-  
12:15pm  
PST

### **Alleviate Pain With Answers: How Zimmer Biomet Built An Employee Call Center In 48 Hours**

Alleviate pain and improve the quality of life for people around the world. That's ZimmerBiomet's mission. It speaks to the solutions they provide for patients, but it also shines through in the service they provide their workforce. In the wake of COVID-19, employees rushed to HR with questions and concerns. Thornton Guthrie, Regional HR Shared Services Manager, had to find a way to ease their worries with answers while preventing the workload from overwhelming his frontline HR staff. In this presentation, hear how he got a dedicated HR call center up and running within 48 hours.

**Thornton Guthrie Jr, Regional HR Shared Services Manager, Zimmer Biomet**

**Hosted by People Doc**

12:15pm-  
1:00pm PST

### **HOW AI, DATA ANALYTICS, AND CLOUD TECHNOLOGIES ARE CHANGING THE ROLE OF HR SHARED SERVICES AND OPENING THE DOORS TO NEXT LEVEL PERFORMANCE AND VALUE**

Artificial Intelligence and machine learning are hardly new technologies – They've been successfully used to power marketing algorithms for Years. But the application of AI to Shared Services and the understanding of organizational readiness to take action based on AI insights are still in the nascent – and about to take off – stage. Is your organization equipped and prepared to take action on next level insights?

This session will dive into the topic of how data analytics and next level insights are increasing the value and changing the role of HR Shared Services.

Topics include:

- Implementing the Technology to Leverage AI and Machine Learning
- Quick Wins with Data Access and Reporting
- Advanced Data Mining & Next Level Insights
- The Importance of Organizational Readiness in Moving from Insights to Action
- Next Level Insights and the Changing Role of HR Shared Services

**Jim Hankins, Executive Director HR Shared Services, UC Davis**