



sson

Shared Services &
Outsourcing Week

2025 POST-SHOW REPORT

Sept 15 - 18, 2025 • Houston, TX



ATTENDEES BY THE NUMBERS



300+
Attendees



30+
Speakers



30+
Sessions

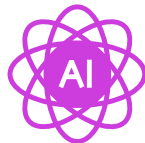


KEY TAKEAWAYS

Operating Model Evolution is Happening—One Practical Step at a Time



AI Strategy Is Being Redefined Around Practical ROI



Collaboration Is the Most Underrated Tool in the Room



Teams Are Measuring What Matters—Not Just What's Easy



I couldn't be prouder of how SSOW September came together this year. The conversations were dynamic, the energy was high, and it was clear everyone walked away with real, actionable insights to bring back to their teams.

- **Kayla DelPizzo**, Conference Producer, **SSON**

SSOW WAS THE TALK OF THE TOWN

in



My first day at Shared Services & Outsourcing Week Americas began with an **eye-opening Site Tour of Ontellus** ... and wrapped up at a GSD Solutions event full of ideas, connections, and what's next in outsourcing.

Takeaways:

➔ Alignment is everything... true transformation happens when vision is clearly communicated throughout the organization.

➔ Outsourcing is **no longer just about cutting costs**... it's about simplicity, speed, and scalable solutions.

Excited for tomorrow—**more learning, growth, and powerful conversations.**



Sheneq Aranada
Vice President, Strategic Initiatives
and Performance Management
Cadence Bank

in



I've had the honor to be invited as a speaker at #SSOW Week Shared Services & Outsourcing Week Americas ... The event started with a big question: How do you prove the strategic value of #SharedServices and lead with influence?

In my session, I shared how we use OE Agents at Kerry GBS ... they help people build critical thinking, do their jobs faster, and add more value.

Transformation is not just about technology, it's about people... **when we take care of our teams, we build trust and achieve great things together.**

Thank you to the organizing team ... and a special thanks to Héctor S. Alderete Fierro.



Jesús Villalobos Arce
Continuous Excellence Lead
Kerry

in



Unlocking the myths. Reimagining the future. That's what we discussed at #SSOW Week, where Khiv Singh and Anand Baradwaj (Executive Director, Guidehouse)... explored the real value of people analytics.

"The Hidden Catalyst in GBS Transformation – Trustworthy Empirical Data" ... tackled myths, what people analytics truly brings, and how **AI interventions accelerate impact.**

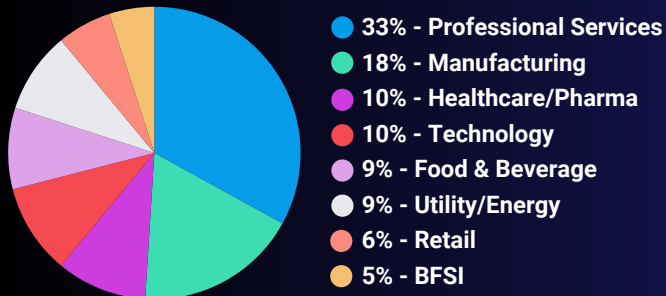
The message was clear: people analytics isn't about dashboards... it's about **trustworthy insights that fuel smarter decisions**, stronger teams, and sustainable transformation.

Grateful for the incredible energy at Houston ... and a special thanks to Anand Baradwaj for his invaluable insights.

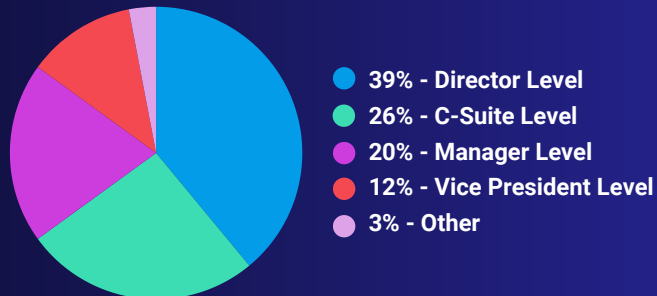
PROHANCE

COMMUNITY AT A GLANCE

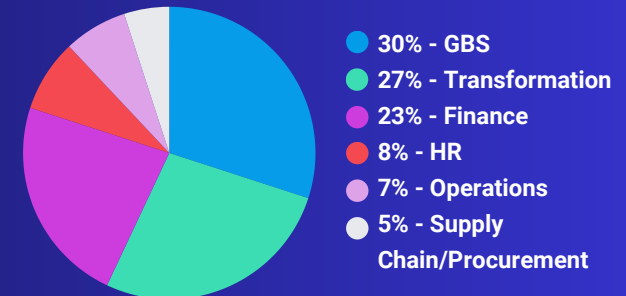
INDUSTRY



SENIORITY



FUNCTION



TOP BRANDS AT SSOW



Apply to Be a Speaker in 2026

WE'RE STILL SMILING FROM ALL THE LOVE



“ My first but not my last conference! **Valuable insights** from peer-to-peer sharing complemented the **expert workshop** sessions.

- Executive Director, Business System
MSA Safety

“ It was my **first conference** with SSON and **not my last**.

- Senior Director, Finance
ABS



“ The **quality of attendees** and presenters was notably stronger than last year, creating an engaging and **insightful** atmosphere throughout. The agenda was packed with **compelling sessions** and outstanding speakers who brought **real value** to the conversations. The event setup was smooth and **professional**, and it was great to see a significant increase in **vendor participation**—more booths, more innovation, and more connections.

- Managing Director
GSD Solutions



“ A great place to **reconnect** and learn more about what **capabilities** are up and coming.

- Founder/Owner
JMD Leadership

“ Being able to **exchange insights** and ideas has been **invaluable** and I look forward to attending another **SSOW event** in the future.

- Vice President
Cadence Bank

TOP SPEAKERS & SESSIONS

All Session Formats:

- Workshops
- Panel Discussions
- Interactive Discussion Groups (IDGs)
- Case Studies
- SSO & GBS Hot Take Hustle
- Interactive Q&A
- Tracks

Keynote: The Art of the Data Story: Moving Minds with Metrics



Simon Rogers
*Award-Winning Data Journalist,
Data Editor & Author*
Google

Process Excellence: Global R2R Standardization: Achieve Consistency and Efficiency



Zachary Larson
Senior Director, People Strategy, Analytics, & Innovation
First Student



Claudia Baqueiro
LATAM SSC R2R Director
PepsiCo



Yvonne Swiatek-Marcinkiewicz
Global R2R Director
ADM

AI Straight Talk: Capabilities and Roadblocks within Shared Services



Jeffrey DeWolf
Director, Global Process Office
Tetra Pak Group



Richard Stevens
Director of Procurement
Indeed.com



Jamie Thomas
Owner
Simplify IA



Panel: The Modern Shared Services Leader: Influence, Innovation, Impact



Julie Schwendimann
Former Vice President of Global Shared Services Operations
Stanley Black & Decker



Valquir Correa
Vice President, Corporate Finance
Baha Mar



Sheneq Aranda
Vice President
Cadence Bank



EJ Santos
Head, Farmers Business Services
Farmers Insurance

How Do We Get the Data?: A Multifunction Assessment of Workforce Efficiency



Dahlia Rigsby
*Director,
Finance Shared Services*
West Fraser



IDG 2: How Can I Overcome the Challenges of Moving From Manual to Technology-Driven Processes?



Sam Cohen
*Senior Director,
Transformation GBS*
Otis Elevator Co

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Director of Strategic Partnerships
Thomas.Christmann@ssonetwork.com

Tom will help you get in front of your ideal audience and find the right sponsorship opportunity for you to maximize your ROI.

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SEE YOU AT

SSOW's

30th

ANNIVERSARY

MAR. 16 - 19, 2026 ORLANDO, FL

WWW.SHAREDSERVICESWEEK.COM

**Transform your team.
Elevate your organization.
Deliver unprecedented value.**

This March in Orlando, Shared Services & Outsourcing Week 2026 brings together over 1,200 SSO and GBS leaders for four days of strategies, benchmarking, and innovation. From automation and AI to global business transformation, SSOW is where the industry's most senior leaders connect, collaborate, and drive progress.

[View Event Guide](#)

[Book Online](#)

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 220,000 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.