

9th INTERNATIONAL
CONTROLLING
CONFERENCE

QUICKSTEP BETWEEN CONTROLLING AND DATA ANALYTICS

11th and 12th November 2021

/// **Online** conference via Youtube in English. ///



Organisers

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JOIN US FROM ANYWHERE! YOU ARE SAFE!

This time as an on-line event

Even in these difficult times we don't want to miss the contact with you within our community. Most of us are not able to travel at the moment, therefore we have decided to create an event in a safe space of your own home or office.



BENEFITS OF THIS EVENT

Even if we cannot travel and meet in person, let's:



Improve our professional skills



Get in touch with your peers in controlling



Discuss the hot topics via YouTube chatbox with all speakers and colleagues.



Empower the business through intelligent information



Boost your skills and eliminate the distance between finance and business



Experience our interactive format and harvest knowledge from all the participants

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Quick steps to better management

Experience shows that too little information means carelessness, while too much information means ignorance.

Everything begins with data.

Data can be transformed into information only if we give it structure and process it in the right way.

Yet, having a piece of information is not a goal in itself. For it to be useful, it has to bring new knowledge. And new knowledge can only be created through analysis and the use of controlling tools and skills.

We need to impress managers and provide them with surprising insights. The goal is to discover new things, bring them to the surface, and call them by their proper name. It is not just about giving managers information - we have to tell them a story! And that story has to be based on strong arguments, with the power to motivate management to act and help them get off the beaten path.

However, this still does not guarantee that the knowledge that was acquired will be used adequately. It takes a competent and talented manager, one well-versed in business, to obtain a good result in the end. Talent, ability, and skill play a crucial role at every level.

Distinguished participants, Data analytics is making great strides right in front of our eyes, and traditional controlling now needs to embrace it as a new partner. These two disciplines cannot make progress without each other, without mutual understanding and harmony. And we can only reap the benefits if both controlling and data analytics engage in a perfect dance...



This year, we gathered 14 exceptional speakers from Switzerland, Germany, Australia, Austria, France, the Czech Republic, Poland, and Croatia. Each of them will share their story about how data analytics and controlling can work together, and will offer examples of how every organisation can reap great benefits when these two areas join forces. We look forward to welcoming you at this year's conference!

Sincerely yours,



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DAY 1 Thursday, 11th November 2021

10:00 **Conference opening**
• **Jasmina Očko**, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)

10:10 **Storytelling with business data**
• **Olga Rudakova**, Finance Professional & Data Skills Trainer, olgarudakova.com (Czech Republic)

10:45 **Predictive analytics in management forecasts:
The role of social ties and local knowledge**
• Dr. **Lukas Löhlein**, Asst. Prof., WHU – Otto Beisheim School of Management (Germany)

11:20 **Data challenges**
• **Romina Orešković**, CFO, Orbico Group (Croatia)
• **Nikolina Bašić**, Controlling Manager, Orbico Group (Croatia)
• **Leo Rupčić**, BI Reporting Manager, Orbico Group (Croatia)

11:55 **Liquidity planning under uncertainties**
• **Luiza Arcab**, Financial Controller, Data Enlight (Poland)
• **Jörn Ney**, Innovation Manager, Eckert & Ziegler Strahlen – und Medizintechnik AG (Germany)

12:30 **10 minutes for exercise with an Olympian**
• **Mario Vekić**, Croatian Olympic Rower (Beijing 2008, London 2012) and Personal Trainer (Croatia)

12:40 *Lunch break*

13:45 **Customer profitability analysis**
• **Nataliya Damyanova**, Head of the Group Finance Controlling Department, NAOS GROUP – Laboratoire BIODERMA (France)

14:20 **3rd rock from the Sun – understanding data science as a controller**
• **Adnan Čivgin**, Mag.rer.soc.oec. / Controller, LKH – University Hospital Graz (Austria)

14:55 **Big green data: How controllers can use data analytics to drive sustainability throughout the organization**
• Prof. Dr. **Michael Wasserman** Ph.D., Professor of International Management, Münster University of Applied Sciences (Germany)
• **Paola Giroto**, Quality and Document Control Consultant, Janssen Pharmaceutical Companies (Germany)

15:30 *End of day 1*

DAY 2 Friday, 12th November 2021

10:00 **Flexible financial planning & forecasting – combining target setting and progress measurement using analytical driver models**

- **Prof. Dr. Klaus Möller**, Partner, Professor for Controlling / Performance Management, Director Institute of Accounting, Control and Auditing, University of St. Gallen (Switzerland)
- **Daniel Marks**, Research Associate at the Chair for Controlling / Performance Management, Institute of Accounting, Control and Auditing, University of St. Gallen (Switzerland)

10:35 **The digital maturity of management accounting**
• Prof. Dr. **Imke Keimer**, Professor, Lucerne School of Business (Switzerland)

11:10 **How to engage your front line staff in using data for daily management meetings**
• **Paul Deane**, Business Improvement Lead Queensland Australia, Australia Post Corporation (Australia)

11:45 **Who is leading the dance? Data literacy as a core competence not only for controllers**
• **Jens Ropers**, Partner, CA controller akademie (Germany)

12:20 **10 minutes for exercise with an Olympian**
• **Mario Vekić**, Croatian Olympic Rower (Beijing 2008, London 2012) and Personal Trainer (Croatia)

12:30 *Lunch break*

13:35 **Using the full power of data**
• **Slađana Krpić**, Board Member, Poslovna inteligencija d.o.o. (Croatia)

14:10 **How to successfully manage the challenge of digital transformation (in controlling) in small companies**
• **Reinoud van der Vliet**, Head of Controlling, IT and ERP, Intega GmbH (Germany)

14:45 **IBCS with SAP Analytics Cloud**
• **Melanie Holzapfel**, Data Scientist & Chief of Staff, BTPeXperience Operations & Services, SAP (Germany)

15:20 **Conference closing**
• **Jasmina Očko**, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)

15:30 *The end*

PROGRAMME

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Jasmina Očko, MSc

Controlling Consultant, Kontroling Kognosko (Croatia)

Jasmina is consultant for the implementation of controlling and trainer in the field of controlling in Kontroling Kognosko d.o.o. Jasmina continuously collects the latest controlling know-how in Europe and America and implements it in Croatian and regional companies. She is a licensed partner and trainer of the Controller Akademie München, the leading German controlling academy. She is also head of the ICV Working Group for Croatia – the largest international controlling association. She is the organizer of training sessions for controllers and managers and the author of one of the bestselling books on controlling in Croatia “Controlling – Management from the Backstage.”



Olga Rudakova

Finance professional & Data skills trainer, olgarudakova.com (Czech Republic)

Olga is a finance professional, data skills trainer and dashboard design consultant. Olga is passionate about data insights and data visualization. Her decade-long corporate career in PwC, Tesco and Mars saw her supporting businesses towards making data-driven decision based on financial analysis. Olga is currently a freelance data skills trainer working with clients such as Siemens, Philip Morris International, Johnson & Johnson, Czech Savings Bank, and many others. Olga’s Storytelling with Business Data workshop combines her experience from corporate finance, big data start-ups and public speaking with storytelling principles and elements of cognitive psychology. The aim is to provide you with a recipe for making the best possible business chart!



Dr. Lukas Löhlein

Asst. Prof, WHU – Otto Beisheim School of Management (Germany)

Lukas joined WHU as Assistant Professor at the Institute of Management Accounting and Control (IMC) in March 2017. He earned his Ph.D. from the University of Luxembourg and holds degrees in Management and Political Sciences. Before joining WHU, Lukas was a Postdoctoral Researcher at the London School of Economics and Political Science (LSE) from 2015 to 2017. Lukas teaches courses on Management Accounting and Management in Non-Profit-Organizations. Lukas Löhlein also taught Ph.D. seminars on qualitative research methods at the University of Vigo (Spain), the University of Kaunas (Lithuania), and the University of Luxembourg. For his teaching at LSE, he was awarded the LSE Teaching Excellence Award 2017 in the category of Mentoring and Personal Development.

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Romina Orešković
CFO, Orbico Grupa (Croatia)

Romina is a Management Board Member and Chief Financial Officer at the Orbico Group as of February 2019. She began her career at the Orbico Group in the accounting department of Orbico Croatia in 1998. During her 23 years at the Orbico Group Romina held various important positions in financial, accounting, controlling and IT areas such as: financial director, vice president responsible for finance and IT, and vice president responsible for corporate finance. Romina is an important member of the team responsible for the creation of the IT and reporting strategy. She is also actively involved in the creation of Orbico Group's five-year development strategy, as well as the establishment of the legal and procurement function at the Orbico Group. She graduated in business economics from the Faculty of Economics and Business in Zagreb (finance, accounting and audit) and further specialized in München, Germany, in the area of controlling.



Nikolina Bašić
Controlling Manager, Orbico Grupa (Croatia)

Nikolina is Controlling Manager at the Orbico Group as of April 2021. She graduated in business economics from the Faculty of Economics and Business in Zagreb (area of finance). She began her career at the Orbico Group in June 2019 as Financial Controller in the Group's Controlling department. She has 13 years of experience working in various industry segments in companies such as Atlantic group, Zagrebačka pivovara and Dioki, in areas related to finance and controlling. She is an important team member involved in various implementation projects in controlling and finance. Her responsibilities include establishing the processes of reporting, controlling and planning, as well as improving the process of creating reports for decision making.



Leo Rupčić
BI Reporting Manager, Orbico Grupa (Croatia)

Leo is BI reporting manager at Orbico, biggest European distributor. Graduated in business economics from the University of Zagreb, Faculty of Economics and Business, Business Informatics direction and later attended and completed the Controlling Academy. During his 13 years at Orbico, Leo worked in different departments, like Logistics, Supply, and Controlling. Over the past two years his work also includes working on BI and Reporting. He has worked on developing the Group's masterdata process, standard reports and processes. His area of expertise is data analytics and reporting as well as creating and adjusting reports and dashboards for management reporting.

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Luiza Arcab

Financial Controller, Data Enlight (Poland)

Luiza is Financial Controller and Data visualization expert at Data Enlight as of April 2020. She started her professional career in Audit department at Deloitte. She has nearly 20 years of experience working in various industry segments in companies such as METRO Group (Metro Properties Ltd), Nestle, Budimex Group and Seris, in areas related to finance and controlling. She actively participate in projects within ICV international working group. Nowadays as a Business Consultant she specializes in designing and implementing managerial reporting via Business Intelligence solutions as well as analytical optimization tools in the fields of: liquidity, risk management and inventory management.



Jörn Ney

Innovation Manager, Eckert & Ziegler
Strahlen - und Medizintechnik AG (Germany)

Jörn has Degrees in Business Administration (Dipl. Kfm. and more than 10 years of professional experience in finance. He is Lead of M&A Projects and Process Integration and Project lead of international project in China. Since 04/2020 he is Innovation Manager at Eckert & Ziegler AG, Berlin (Sector: Pharma, Producing/Trading, 180 Employees).



Mario Vekić

Croatian Olympic Rower (Beijing 2008,
London 2012) and Personal Trainer

Mario is a Croatian Olympic rower and a personal trainer. He competed twice at the Olympics (2012 in London and 2008 in Beijing), 14 times at world championships, four times at European championships, twice at the Mediterranean Games and 18 times at state championships. He has won more than 40 medals, both at national and international competitions. Today, he works as a personal trainer and is particularly proud of managing more than 100 satisfied clients. He has delivered 6000 individual training sessions and has five years of experience working with businesspeople and anyone who wants to achieve the following: mitigate the negative effects of sitting at work, improve their general health, get in shape and lose weight, get rid of back pain and increase their level of physical fitness.

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Nataliya Damyanova

Head of the Group Finance Controlling Department, NAOS GROUP - Laboratoire BIODERMA (France)

Nataliya is a finance expert with more than 20 years of experience in financial analysis, controlling, business development, group consolidation, audit, project management, and people management. She is a business partner supporting business and trade growth and development. She has two master's degrees – in International Economic Relations and in Finance and Accounting. She is Fellow member (FCCA) of the Association of Chartered Certified Accountants, London, UK. She joined NAOS SAS in 2013 and has since then held various positions. She is currently Head of the Group Finance Controlling Department and is in charge of Regional Finance Managers based in 5 different continents. She is also responsible for actual and prospective management reporting.



Adnan Čivgin, Mag.rer.soc.oec.

Controller, LKH - UNIVERSITY HOSPITAL GRAZ (Austria)

Education: University of Graz, Austria – MSc. Management and International Business, University of Graz, Austria – BSc. Business Administration, University Graz Preparation Programme – German as a foreign language. Employment history – University Hospital Graz, Controller, medical controlling, data analysis Karaoglan Group, Graz – Business Economist . accounting, customer service, HR-all-rounder Centre for Southeast European Studies – Student assistant with academic degree, part time research on macroeconomic issues, administration.



Prof. Dr. Michael Wasserman Ph.D.

Professor of International Management, Münster University of Applied Sciences (Germany)

Mike is Professor of International Management at the Münster University of Applied Sciences in Münster, Germany. Mike has published research on disruptive technologies, sustainability, human capital, and supply chains in journals including the Journal of Supply Chain Management, Journal of Applied Psychology, and Human Performance. He teaches courses in international strategy, sustainability, and innovation. Mike's 25-year academic career has been enhanced by engagements with a variety of startups, consulting relationships with large and small companies, and corporate education for a variety of clients in both the United States and Europe. He earned a BBA from the University of Michigan and a Ph.D. in Management Strategy from Michigan State University.

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Paola Girotto

Quality and Document Control Consultant,
Janssen Pharmaceutical Companies
(Germany)

Paola is currently Quality and Document Control Consultant at the Janssen Pharmaceutical Companies, a unit of Johnson & Johnson. She creates tools to help teams monitor and communicate project-related issues and takes a data-driven approach to compliance and reporting for multiple business units. Paola earned a dual MBA and master's in Data Analytics from Clarkson University. There, she contributed to multiple data science research projects, and was a graduate assistant for courses in Data Modeling & Design and Data Warehousing. In these roles, Paola worked closely with students and professors to clean and analyze data and solve data science problems from different perspectives.



Prof. Dr. Klaus Möller, Professor

for Controlling / Performance Management,
Director Institute of Accounting, Control and
Auditing, University of St. Gallen (Switzerland)

Klaus is Professor of Controlling / Performance Management and director of the Institute of Accounting, Control and Auditing at the University of St. Gallen, Switzerland. He is the founder and director of the Hilti Lab for Integrated Performance Management and PMN – Performance Management Network, a research initiative with companies like ABB, Bayer, Infineon based on the St. Gallen Performance Management Model (www.spm.ch). He is co-editor of „Controlling“, the leading management accounting journal in German-speaking countries, board member of the International Group of Controlling, and in 2016 he was awarded with the title “IMA Honorary Professor in Management Accounting” from the US-based Institute of Management Accountants (IMA). As founder, partner and board member he actively transfers his knowledge into practice.



Daniel Marks, Research Associate at the

Chair for Controlling / Performance Management,
Institute of Accounting, Control and Auditing,
University of St. Gallen (Switzerland)

Daniel works as a research associate at the Chair for Controlling / Performance Management at the University of St. Gallen, Switzerland. He has been a Ph.D. student in Prof. Möller's team since January 2020. He completed his Bachelor (B.Sc.) in Economics at the Ludwig-Maximilians-Universität Munich and his Master (M.Sc.) in Technology Management (TUM-BWL) at the Technical University of Munich with an exchange semester at KEDGE Business School in Bordeaux. Prior to his studies he did an apprenticeship in the hotel industry. During his Bachelor and Master studies he gained work experience in the areas of accounting and controlling in various industries as well as in a big-four consulting company. His research focuses mainly on Management Control Systems in family businesses.

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Prof. Dr. Imke Keimer

Professor, Lucerne School of Business
(Switzerland)

Imke does research in the areas of digitalization of management accounting and business analytics. She is particularly interested in the changes brought about by advancing digitalization. In addition to several publications, she conducted two Swiss studies on the subject of digital transformation in management accounting, and developed a maturity model with her project team to evaluate the degree of digitalization for Swiss management accounting departments.



Paul Deane

Business Improvement Lead Queensland Australia, Australia Post Corporation (Australia)

Paul is an innovative continuous improvement practitioner, with strengths in operationalising LEAN systems, ISO9001, manufacturing best practice and DMAIC projects. CSSC/ISSP certified 6 Sigma Black and Green Belts. Over 10 years of implementing OPEX systems from zero base within global organisations with a strong insight into engaging frontline staff. 25+ years working with large global organisations in Australia, NZ, Malaysia and UAE, leading manufacturing and service operations of small and large teams, successfully deploying business improvement methodologies, working cross-functionally with sales/marketing, engineering & R&D teams. His operational, service and manufacturing experience has covered chemical, industrial and food industries.



Jens Ropers,

Partner, CA controller akademie (Germany)

Jens is a partner of CA Akademie AG. As an advisor for C-Suite Executives, Finance/Controlling and HR Management, he helps develop individual strategies for transformation processes, associated qualification paths and implementation concepts. As a trainer, he conducts seminars for controllers, specialists and managers, and supports organisations in change processes with workshops and consulting. In addition to teaching methods, he is specialised in the topics of communication, presentation and moderation. Furthermore, he hosts various CA formats as a moderator and is a passionate keynote speaker.

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Slađana Krpić

Board Member, Poslovna inteligencija d.o.o.
(Croatia)

Slađana is Board Member at Poslovna inteligencija d.o.o., responsible for Consulting and Implementation business area Professional with more than 16 years of experience in delivering IT analytical solutions for clients all over the world while contributing clients growth and success. Leading teams and helping them grow.



Reinoud van der Vliet

Head of Controlling, IT and ERP, Intega GmbH
(Germany)

Reinoud has been working as a controller for twenty years and has occupied several positions related to controlling. He is currently Head of Controlling at IT & ERP. From 2007 to 2015 in parallel with his daily job he studied at the CA Controlling Academy, ending with a masterclass on the insights of R&D-controlling. Since 2007 he implemented twice the companies leading BI-platform, so he judge himself a controlling expert in R&D and BI. He is co-founder of the ICV expert-group on digital transformation and he led the group for several years. Together with a former colleague he was nominated for the ICV controlling excellence award for 2021.



Melanie Holzapfel

Data Scientist & Chief of Staff, BTPeXperience
Operations & Services, SAP (Germany)

Melanie is a certified IBCS® consultant and works as Data Scientist and Chief of Staff in the Business Technology Platform Experience organization at SAP. Together with colleagues, she published her first book about dashboard design in 2021, entitled Designing Dashboards with SAP Analytics Cloud. Since joining SAP in 2019, she has been responsible for analyzing customer feedback in order to increase adoption and improve the products as best as possible. She has great expertise in building dashboards that increase efficiency and enable data-driven and confident decision-making. With IBCS and internal best practices, she consults and enables SAP customers to improve their business dashboards. Before her professional career at SAP, she studied physics at the Heidelberg University and at the University of York.

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