

PROFITS+ 2024 VIRTUAL CONFERENCE



JUNE 20 2024

Register: <https://www.profitability-analytics.org/profits-plus-2024>



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ABOUT THE CONFERENCE

Profits+ Virtual Conference was designed to deliver the newest thought leadership on Profitability Analytics to everyone that needs it.

This year, the theme of Profits+ is “Technology and Methods to Advance Profitability Analytics”.

We have an amazing line-up of experienced and knowledgeable speakers, a 1.5 hour technology showcase, game, and draw, and our keynote speaker is Dr. Vanessa Shannon - a Mental Performance Consultant who previously worked with the Cincinnati Reds Baseball team among many others.

We strive to find a good balance of speakers to not only address the technical aspects of profitability analytics, but also the supporting skills and methods needed.

We hope you enjoy the conference as much as we did putting it all together.





EVENT SCHEDULE

8:00am Opening address

Track 1

Track 2

8:10am Presentation 1 Presentation 2

9:00am Break

9:10am Presentation 3 Presentation 4

10:00am Break

10:10am Presentation 5 Presentation 6

11:00am Break

11:10am Presentation 7 Presentation 8

12:00pm Technology Showcase

1:30pm Keynote Speaker

2:20pm Break

2:30pm Presentation 9 Presentation 10

3:20pm Break

3:30pm Presentation 11 Presentation 12

4:20pm Draws & What's Next for PACE

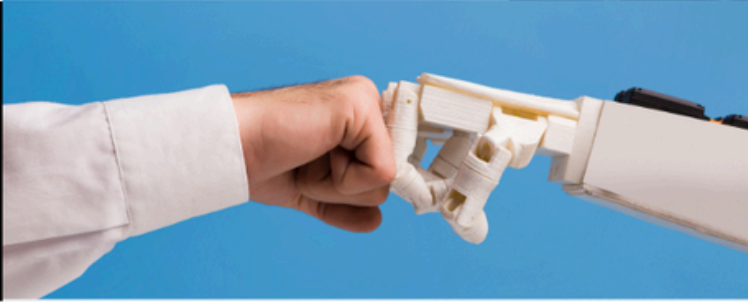
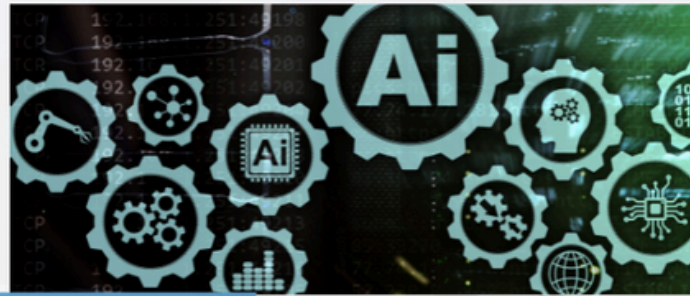
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JUNE 20 2024

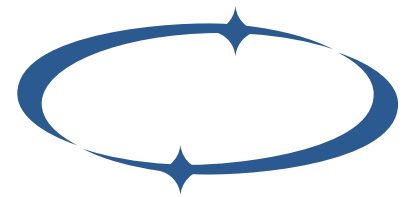


Profits+ 2024 Theme

Technology to Advance Profitability Analytics



ABOUT THE EVENT



Keynote Speaker



Dr. Vanessa Shannon is a certified mental performance consultant with over 15 years of experience. She is passionate about helping people, athletes, managers, executives, teams, companies, and organizations optimize their performance by minimizing disruptions and maximizing potential and work. Before starting her own consulting firm, Dr. Shannon worked as the Cincinnati Reds' first ever Director of Mental Performance and Major League Mental Performance Coach, as the Director of Mental Performance for the University of Louisville Athletics/Norton Healthcare, and as a Mental Conditioning Coach and Coordinator of NFL Combine Test Preparation for IMG Academy. She has a PhD from the University of Tennessee, a MS from Kansas State University, and a BA from Rice University where she was a member of the NCAA Women's Volleyball Team.

As the business world continues to evolve, accounting and finance professionals are being asked to adapt. Automation is eliminating jobs and the rules of the game are changing with increasing frequency. While often seen in the past as an obstacle, accounting and finance professionals are increasingly being seen as valued business partners. Individuals who were taught how to be “counters” in school, are learning to become “growers” instead. Finance professionals are learning how to have influence without authority and how to have a voice at the table.

Mental performance training has emerged as a transformative tool for professionals aiming to minimize disruptions while maximizing their potential. In the business world, success is often attributed to factors like intelligence, education, and experience. While these factors undoubtedly play important roles, more and more we learn that emotional intelligence and resilience are equally integral. This keynote session will discuss how integrating mental performance strategies daily can help accounting and finance professionals optimize their performance in the office and in life.

EXPERT SPEAKERS



**SANDER DEN HARTOG,
CEO, COST PERFORM**

Sander den Hartog loves a good challenge.

He started with studying econometrics and, right now, is managing CostPerform into its next phase. His personal life grants him other challenges: being a good father and husband, and going on 100km runs through the mountains. Many challenges represent adventure for Sander.

Cost and performance management provide a lot of the adventure elements he looks for.

According to Sander, "Every company is unique, so helping them to answer their cost and performance questions is always a journey. He likes those journeys; all of them are different but always done with the same tools. This is just like his adventures in long-distance running: always in different environments and weather circumstances, but at the end of the day, it is the exact same pair of legs that brings him to the finish line. That's also what he is aiming for with CostPerform: customized cost models with a standard tool."

Sander's expertise is focused on understanding your business and its relevant challenges. He then translates those challenges into real solutions and answers. So, don't hesitate to share your questions with him and remember -- he loves a challenge.



**IAN ROBERTSON,
PROFITABILITY
SOLUTIONS EXPERT,
3C SOFTWARE**

Ian Robertson specializes in delivering cutting-edge solutions for cost and profitability measurement, as well as simulation capabilities, at 3C Software. With over twenty-two years of experience, Ian has provided innovative cost and profitability solutions to clients in financial services, wholesale distribution, CPG, and life sciences. He has assumed leadership and strategy roles in eighteen client engagements and has valuable experience as a former corporate employee. Ian's expertise in analyzing complex data and developing actionable strategies has driven measurable improvements in cost management and profitability for his clients. He holds a Bachelor of Arts degree from Denison University and remains at the forefront of industry trends and best practices to deliver the highest level of value and expertise to his clients.



**WOLFGANG DOELLER,
VP OF CONSULTING,
MACS SOFTWARE SA
(PTY) LTD**

Wolfgang Doeller has a degree in Textile Engineering and has held various positions in his career such as:

- Industrial Engineering / Controller / Business Planning and Analysis
- Team Leader at Plaut Consulting Group / Munich, Germany
- SAP consulting partner with focus on Controlling module / Cape Town, South Africa
- Director at macs Software SA (Pty)Ltd / Cape Town, South Africa



EXPERT SPEAKERS



**DOUG PAUL, MANAGER,
PROFITABILITY AND
ANALYTICS, ALITHYA**

Doug Paul has spent the past thirty years engaged in a variety of roles in corporate, software, and consulting environments. His primary areas of focus have been in the subject of cost and profitability management to enable organizations to create better quality information in order to make better-informed decisions. He published articles in Cost Management and in Strategic Finance.



**GARY QUIRKE, CEO &
FOUNDER, QueBIT**

Gary Quirke is a Fellow of the Chartered Associate of Certified Accountants. He has 20 years of experience delivering best practice enterprise business analytics solutions to Fortune 500 companies. Gary's experience with business analytics software dates back to 1991 and he is recognized as an expert in this field. As a regular contributor and speaker at industry events, Gary's experience and expertise covers a broad range of business sectors including banking, life sciences, retail, healthcare, automotive, shipping, and consumer packaged goods. He launched QueBIT Consulting in 2001 with the goal of delivering industry-leading, world-class business analytics solutions to companies of all sizes. He is proud of QueBIT's achievements in delivering world-class solutions to more than 350 very satisfied customers.



**JEFF MILLER,
SEMICONDUCTOR
TECHNOLOGY COST
LEAD, GM & SPCEA
PRESIDENT**

Jeff Miller is the President and Co-Founder of the Society of Product Cost Engineering & Analytics (SPCEA), a distinguished professional society dedicated to advancing the field of cost engineering within the manufacturing sector. With a remarkable career spanning over 36 years, Jeff has amassed extensive expertise in engineering, manufacturing, and commercial operations, particularly within the electronics industry. His specialization lies in cost engineering of electronic and electromechanical assemblies, honed through pivotal roles at renowned corporations including General Motors, John Deere, Standard Motor Products, Ford Motor Company, Whirlpool Corporation, and Panasonic Automotive Systems. Currently serving as a Semiconductor Technology Cost Lead at General Motors, Jeff plays a pivotal role in providing strategic costing analysis and support for GM's initiatives in electric vehicles and self-driving technology, embodying a commitment to excellence and innovation in the realm of manufacturing cost optimization.



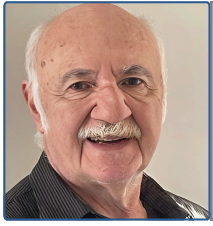
**DEAN SORENSON,
FOUNDER, IBP
COLLABORATIVE**

Dean Sorenson is the founder of the IBP Collaborative, a consultancy that helps manufacturers to maintain competitive cost structures and achieve profitable growth. He does this by helping CFOs to establish mature forms of rolling forecast processes that enable cost structures and inventories to self-adjust to changing objectives and market conditions to achieve profit objectives. Dean is also a thought leader about integrating strategic, financial, and operational planning and other planning and performance management processes. He speaks and writes frequently about how such integration can dramatically improve the effectiveness of rolling forecasts, sales, and operations planning and integrated business planning processes. Dean has previously worked for Accenture, KPMG, and AT Kerney consultants. He is a CPA and has a CPIM from APICS.



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EXPERT SPEAKERS



**GARY COKINS,
PRESIDENT, ANALYTICS-
BASED PERFORMANCE
MANAGEMENT LLC**

Gary Cokins is an internationally recognized expert, speaker, and author in enterprise and corporate performance management (EPM/CPM) improvement methods and business analytics. He is the founder of Analytics-Based Performance Management, an advisory firm located in Cary, North Carolina at www.garycokins.com. Gary received a BS degree with honors in Industrial engineering and operations research from Cornell University in 1971. He received his MBA with honors from Northwestern University's Kellogg School of Management in 1974. Gary began his career as a strategic planner with FMC Link-Belt Corporation and then served as an FMC division Financial Controller and Operations Manager. In 1981 Gary began his management consulting career first with Deloitte consulting, and then in 1988 with KPMG consulting. In 1992 Gary headed the National Cost Management Consulting Services for Electronic Data Systems (EDS) now part of HP. From 1997 until 2013 Gary was a Principal Consultant with SAS, a leading provider of business analytics software.



**JACQUES VIGEANT,
SENIOR DIRECTOR
PRODUCT STRATEGY,
ORACLE**

Jacques Vigeant is an extremely passionate person that is continuously trying to find the balance between sophistication, elegance, and simplicity. With each new endeavor he gets closer to 'nailing' that balance and he won't give up until he gets it.

Jacques has senior level experience in software development and product management/strategy with strong customer facing and presentation skills. He has spent the last 25+ years in the Business Intelligence sector conceiving, building & marketing products that can inform people of what really matters. *He also holds 25 patents in analytics.*

Throughout his career, he has worked as a developer, a technical sales representative, a consultant, a technical director and a product strategy director. He's been responsible for product management, setting product vision & product direction as well as defining detailed product roadmaps and presenting this to industry analysts. Jacques has both managed teams and worked as an individual contributor. He has worked for nimble, fast paced startups and for some of the largest software companies in the world. He has worked in environments with short iterative development cycles as well as on large multi-year product cycles and believes experiencing these 'extremes' has given him a strong foundation in understanding the "Art of the possible".



**ALEXANDER EROFEEV,
CO-FOUNDER, eidox**

Alexander Erofeev is a seasoned finance and technology leader with over 15 years of hands-on experience in global manufacturing, logistics, and service enterprises with complex supply chains and revenues exceeding \$10 billion. His focus is on transforming finance functions through operational modeling, innovative IT solutions, and efficient business processes.



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EXPERT SPEAKERS



**SHARI LITTAN, JD,
CPA, ADVISORY,
POLICY & THOUGHT
LEADERSHIP**

Shari Helaine is a CPA and former practicing lawyer in the area of corporate and securities disputes and litigation. Her primary focus is advisory and thought leadership in the areas of financial reporting and sustainable business information and management with a focus on the role of the finance and accounting function. She has led the authorship of *Achieving Effective Internal Control Over Sustainability Reporting (ICSR): Building Trust And Confidence Through the COSO Internal Control—Integrated Framework* as well as numerous reports, articles, webinars, and podcasts on sustainable business, corporate reporting, and diversifying talent in accountancy. In 2015, she completed the Postgraduate Certificate in Sustainable Business, with commendation, from the University of Cambridge Institute for Sustainability Leadership. Shari holds a J.D. from Boston University School of Law and a B.S., magna cum laude, from the School of Management at Binghamton University.



**DR. MARIO ABELA,
MANAGING
DIRECTOR, VALUE
REDEFINED**

Dr Mario Abela FCPA FCMA is an Expert Advisor on Corporate Reporting at Bain & Co. He is the Global Chair of World Intangible Capital Initiative and Vice-Chair of the IMA's Sustainable Business Management Committee. Mario is a recognised expert in accounting, reporting and governance. Mario holds a PhD in Accounting from the University of London, a Masters of Science from Linkoping University, Sweden and a Bachelor of Commerce from the University of Melbourne, Australia. He has held senior executive positions in both the public and private sector and for the last decade has been working in the area of sustainability and the importance of accounting and governance in companies transitioning to a sustainable economy. Mario is passionate about promoting the role accounting and governance can play in driving towards more sustainable businesses and is a frequent presenter at international conferences and seminars.



**ANDRE SANSEVERINO,
SENIOR VP
OPERATIONS,
MyABCM**

Andre Sanseverino started his professional journey in the consulting division of Ernst & Young in Sao Paulo, Brazil. He was one of the founders of MyABCM in 1993 and led global projects to implement strategic cost and performance management in companies such as Coca-Cola, Philips, Cadbury-Schwepps, Motorola, and Mobil Oil. He is an international speaker on the subject and is also a professor at FIPECAFI in its postgraduate courses on Strategic Cost Management and Profitability.



**DANIEL BURNSIDE,
FOUNDER, BURNSIDE
CAPITAL CO.**

Daniel has spent his career bringing impactful insights into action. From airlines examining pricing and capacity, to e-commerce operations, to finance liquidity, to small business. The common thread has been using analytics to drive improvement. Daniel's diverse experience puts him in a rare position to identify common themes across organizations and understand which data points matter, and which to ignore. He has also amassed a war chest of fascinating stories along the way; from the largest airline merger in history, to the fastest bank run ever seen on the planet, to running a small business in the middle of nowhere. Come see how analytics has played a role in it all.



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VIRTUAL BOOTHS

There will be plenty of time during the technology showcase to visit each of the virtual booths and ask questions or get a demo from our experts! We will even provide some incentives to visit each booth to have a chance to win prizes.

GOLD SPONSOR BOOTHS



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SESSION DETAILS

INTRODUCTION BY PACE EXECUTIVE DIRECTOR

8:00am ***Raef Lawson, Executive Director for the Profitability Analytics Center of Excellence (PACE)*** will quickly outline the conference and get things started

BARRIERS, AI IMPACTS, AND GETTING STARTED

8:10am ***Gary Cokins, President, Analytics-Based Performance Management***
Successfully implementing the PACE Profitability Analytics Framework (PAF) can be a challenge. There are barriers from managers including resistance to change and their fear of being measured and being held accountable. Other issues involve the impact of artificial intelligence (AI) on the accounting profession including replacing jobs with a computer. Finally, organizations stumble when they cannot figure out ways to get started implementing the managerial methods in the PAF. This presentation addresses these. It provides advice to overcome the barriers. It describes 5 impacts on AI and how accountants can mitigate the risk and threats from AI. Finally, it provides ways to quickly implement PAF methods in less than 3 weeks, not many months. By implementing the full vision of the PAF organizations can improve their operational and financial performance.

AI & ANALYTICS FOR FINANCE AND EVERYTHING ELSE

8:10am ***Jacques Vigeant, Senior Director Product Strategy, Oracle***
Jacques will demonstrate how Gen AI is transforming the Analytics landscape and workflows. From identifying insights automatically, to allowing everyday users to chat with their data and finally by automatically creating and delivering impactful stories with the intent of affecting change in your organization.



SESSION DETAILS

CONNECTIVITY OF SUSTAINABILITY INFORMATION BY RETHINKING INTANGIBLES

9:10am

Shari Littan, JD CPA Consultant and Dr. Mario Abela, Managing Director, Value Refined
Humans, particularly accountants, are not comfortable assessing risks and probabilities. Yet, these are the tools that are needed to measure investments in intangibles. Traditional financial accounting standards are based on assumptions that investment in internally-developed intangibles is too uncertain or speculative for measurement and therefore cannot be measured in the financial statements (absent a third-party transaction to establish the value). Conceptually, investments in intangibles may be represented by the hidden balance sheet model. While they are not recorded in the financial statements, investors and stakeholders want the ability to assess internally-generated value and stakeholder expectations via disclosure. This model can be used to demonstrate the commonality of interests by different groups of stakeholders – including the community at large – in an enterprise as an integrated whole. It is critical for stakeholders who are seeking connectivity, sustainability, and a harmonization of the single versus double-materiality debate, including preparers, investors, standard-setters, policymakers, to direct resources to measurement techniques based on expectations – risks and probabilities.

FORECASTING AND SCENARIO PLANNING OF PROFIT IN MANUFACTURING

9:10am

Wolfgang Doeller, VP Consulting, macs Software

Wolfgang will be presenting on marginal costing (RCA) and contribution margin management, costing views, the gap between ERP and BI, and finally Integrated Business Planning Process – forecasting and scenario planning of profit in manufacturing.

COST AND PROFITABILITY MODELLING IN 8 EASY STEPS

10:10am

Sander den Hartog, CEO, CostPerform

In the complex and dynamic world of business, having a robust profitability model is essential. It provides a clear understanding of revenue streams, cost drivers, and the overall financial health of the organization. In this presentation, Sander den Hartog will present an 8-step guide to designing a profitable model for your business.



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SESSION DETAILS

NAVIGATING COMPLEX VALUE CHAINS WITH OPERATIONAL MODELING AND CAUSAL ANALYTICS

10:10am **Alexander Erofeev, VP Consulting, macs Software SA (PTY) Ltd**

Delving into the reasons behind financial outcomes presents a formidable challenge. In this session, we'll present a hands-on example of an end-to-end investigation into a distributor's complex value chain.

You'll gain both the theoretical and practical insights on how to leverage operational modeling techniques for advanced causality analytics. Join us to unlock the power of effectively answering the 'Why?' questions."

COST ENGINEERING IMPLEMENTATION WITHIN MANUFACTURING COMPANIES

11:10am **Jeff Miller, Semiconductor Technology Cost Lead for GM & SPCEA President**

In the landscape of modern manufacturing, optimizing costs while maintaining product quality and innovation is paramount for sustained competitiveness. This presentation delves into a compelling case study illustrating the strategic implementation of cost engineering within manufacturing companies, describing how cost engineering serves as a potent method to cultivate cost comprehension across engineering, procurement, and manufacturing domains. Critical considerations in establishing and staffing a robust cost engineering framework will also be discussed.

WHEN BEST PRACTICES ARE NOT BEST: A CASE FOR BEING KNOWINGLY WRONG

11:10am **Doug Paul, Manager, Profitability and Analytics, Alithya**

There are communities of consultants, academics, and businesspeople that have studied, analyzed, and written about costing, profitability, and other topics related to performance management. These communities identify flaws or inaccuracies and propose alternatives for how financial information is calculated and used to measure success or failure and drive decisions to improve operations.

Activity-based costing, the balanced performance scorecard, and multiple frameworks have been developed over time to achieve numeric values that are considered to be some kind of fundamental "truth" versus those "incorrect" ones that arise from pre-existing or prevailing methods. While it is accepted that nobody is exactly "right" when it comes to calculating management information, one can become "approximately right" vs. being "precisely wrong" by pursuing the advanced methods of which much has been written. But how approximate or precise is the information resulting from these methods?

Based on real cases, this presentation will show how - based on real financial data, real cost drivers, real methodology, and data that is consistent and "fair", plus software - this system can help create this "fairness-based" performance model as well as a more "correct" version for comparison purposes.



SESSION DETAILS

TECHNOLOGY SHOWCASE

12:00pm *Take time to ask questions and see a demo of software and methods by our sponsors and experts. Take part in the showcase game to win valuable prizes!*

LEARNING TO SURF: MENTAL PERFORMANCE STRATEGIES FOR ACCOUNTING AND FINANCE PROFESSIONALS

1:30pm *Vanessa Shannon, Certified Mental Performance Coach, Optimize Consulting*
Mental performance training has emerged as a transformative tool for professionals aiming to minimize disruptions while maximizing their potential. In the business world, success is often attributed to factors like intelligence, education, and experience. While these factors undoubtedly play important roles, more and more we learn that emotional intelligence and resilience are equally integral. This keynote session will discuss how integrating mental performance strategies daily can help accounting and finance professionals optimize their performance in the office and in life.

BEYOND NUMBERS: HOW GENERATIVE AI IS RESHAPING PROFITABILITY ANALYTICS

2:30pm *Andre Sanseverino, Senior VP of Operations, MyABCM*
In the ever-evolving digital age, the sophistication of Generative Artificial Intelligence (Generative AI) marks a paradigm shift in how organizations approach and derive insights from cost and profitability data. This presentation explores the transformative impact of Generative AI, which transcends traditional numerical boundaries and redefines the contours of profitability analysis. Join us as we explore the future of profitability analytics, where Generative AI transforms data into a strategic asset and delivers a competitive advantage beyond traditional numerical analysis. This presentation is designed to inspire and guide organizations to take advantage of the full potential of Generative AI to drive innovation, efficiency, and sustainable profitability.

ACHIEVING DYNAMIC COST AND PROFIT OPTIMIZATION

2:30pm *Gary Quirke, CEO & Founder, QueBIT & Dean Sorenson, Founder, IBP Collaborative*
This session describes how process and technology innovations enable dynamic cost and profit optimization – a state of maturity where cost structures to self-adjust to changing market conditions.

It describes how these innovations provide incremental capabilities that enable step change improvements to rolling forecasts, integrated business planning, activity-based costing, zero-based budgeting, scenario planning and treasury management. It also explains how these capabilities can increase profits by 5% of sales while reducing enterprise planning and performance management costs by up to 50%.



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SESSION DETAILS

END-TO-END COST ANALYSIS: ACHIEVING EFFICIENCY AND MAXIMIZING PROFITS

3:30pm ***Ian Robertson, Profitability Solutions Expert, 3C Software***

Delve into the critical areas of end-to-end cost and profitability analytics during this session for finance executives facing the challenges of maximizing their financial performance. Attendees will gain a deeper understanding of how to analyze their company's financial data to identify the underlying drivers of costs and determine the true profitability of their products and customers. The session will also focus on the importance of cost transparency, both within the organization and with external stakeholders. By the end of the session, attendees will have a comprehensive understanding of how to use cost and profitability analysis to optimize their company's operations and improve their bottom line.

GETTING STARTED: HOW TO BRING ANALYTICS TO AN ORGANIZATION

3:30pm ***Daniel Burnside, Founder, Burnside Capital Co.***

Stories from my career standing up new analytics groups and capabilities within existing organizations. What works, what does not, and how to make the most of the data you have for decision support.

DRAWS & WHERE IS PACE GOING

4:20pm ***Toby Hatch, Marketing Advisor, PACE***

Keeping up with PACE is beneficial! We not only have podcasts, blogs, webinars, and eBooks, we are now moving into Training courses and will be publishing our first book shortly.

Learn where PACE is heading and find out if you are one of the winners of our draws or game!



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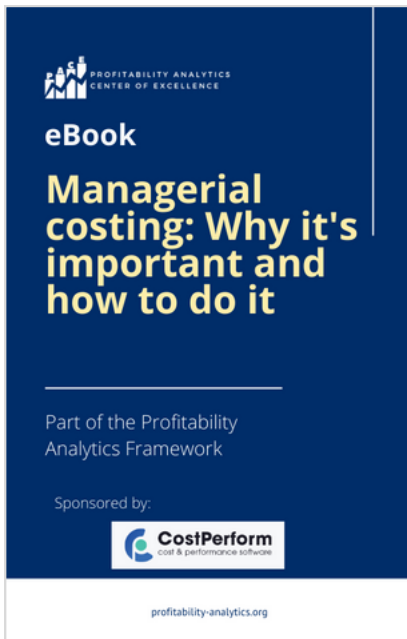
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ABOUT PACE



The Profitability Analytics Center of Excellence (PACE) is a non-profit community of professionals dedicated to helping organizations make better, more informed decisions through the use of data analytics employing integrated, causal models. Focusing exclusively on how to enable better managerial decision-making within organizations through the use of such models, PACE is the go-to source for people looking for independent and impartial (vendor and methodology neutral) information in this area.

We deliver through:
RESEARCH, EDUCATION, AND COLLABORATION

What we provide...

- PACE Moments podcasts sharing expertise by our own members as well as Leaders in Business podcasts where we interview experts
- eBooks diving deeper into topics of interest to our members
- Our comprehensive library of content
- Our forum where members can post blogs and questions and get responses from their peers
- Interest Groups
- Social media content including article summaries, infographics and highlights from articles
- Webcasts and Profits+ conference replays



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