



2023 Global Business Services Conference

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Making GBS and Shared Services Real:
Moving from What to How

Pre-conference workshop
November 15, 2023

Conference
November 16, 2023
PwC Conference Center
New York, NY

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Global Business Services Conference

November 16, 2023 | New York, NY

Pre-Conference Workshop

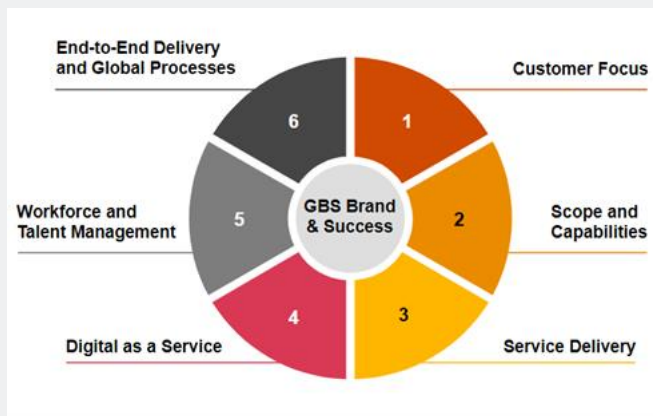
Wednesday, November 15, 2023
(Optional and Complimentary)

11:00 am – 5:30 pm

NextGen Digital GBS: How the Latest Technologies Can Empower GBS

NextGen technology is all over the news and top of mind for most companies- PwC announced this year a \$1B investment in AI. But what is hype versus reality? And for technology that is available today, how can we apply it within Global Business Services (GBS)? And at what part of the journey?

In addition to unpacking how to adapt and utilize these dramatic technology shifts, GBS organizations are being pressured to address changing geopolitical factors, socio-economic structures and evolving customer expectations.



In this pre-conference session, we'll deep dive on generative AI to learn not only what it is, but also how we can harness it for evolving GBS organizations to be true business and innovation leaders.

We'll explore key NextGen technology takeaways.

Agenda

11:00 am – 1:00 pm

Registration & Lunch

1:00 pm – 5:00 pm

Pre-Conference Session GBS and GenAI

Jared Schreff, *GenAI Finance Transformation Leader at PwC*, and **Bret Greenstein**, *Cloud & Digital – Analytics & AI Insights Leader at PwC*, **Elizabeth Yates**, *Partner at PwC* will explore how we have seen GenAI being used in GBS organizations today

PwC's GBS Journey and Digital Twin / Metaverse Use

Mikayla Graham, *Innovation Leader for Acceleration Centers at PwC*, and **Alex Chen**, *Managing Director of PwC Acceleration Centers*, will discuss PwC's GBS journey and share how we leverage the metaverse and digital twins to help drive innovation in our Acceleration Centers

Five Tangible Next Steps for Applying AI within Your GBS Organization

William Gilet, *PwC Partner, Global GBS Advisory Leader*, **Liz Evans**, *PwC Principal, US GBS Advisory Leader*, and **JB Seal**, *US Outsourcing Advisory Leader*, will outline the five tangible next steps for applying AI within your organization

5:30 pm

Cocktail Reception

Conference

Thursday, November 16, 2023

8:00 – 9:00 am

Registration and Breakfast

9:00 – 9:10 am

Opening Remarks

Deborah Kops, Senior Fellow, The Conference Board,
Conference Chair

9:10 – 9:40 am

Dynamism of Integrated Business Services: How PwC Developed an Integrated Operating Model

Is your GBS team and structure fit for purpose? Many GBS organizations must invest significant effort and divert resources to continuously adapt their organization and respond to new requirements, external events or increasingly complex and

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dynamic business demands. This diversion of focus and resources disrupts GBS operations and increases costs, often with impacts to other existing strategic priorities. Learn from PwC's journey to transform their business services and build more dynamic, integrated operations that reduce disruption and support top and bottom-line growth on a global scale.

Alex Chen, Managing Director - Acceleration Centers, **PwC**

9:40 – 10:20 am

Experience and Cost: The Golden Equation for Shared Services

GBS and shared services organizations have largely captured the low hanging fruit of cost reduction. With new focus on driving business growth, hear how these organizations are improving service experience across more functions to eliminate manual work, connect end-to-end processes and improve the usability of legacy systems. We'll discuss examples in source-to-pay processes that navigate ERP domains and increasingly create friction for the business. You'll also hear from a leading GBS organization about how they are thinking more holistically about creating a service experience that connects people, process and technology to accelerate business outcomes.

Kirsten Loegering, VP Product Management Finance & Supply Chain Workflows, **ServiceNow**

Rob Bradford, VP, Global Business Services, **Zimmer Biomet**

10:20 – 10:50 am

Pushing the Brand Promise

The GBS brand is more than a slogan, it's a service promise. Leading GBS organizations invest in brand creation in order to align with the company's North Star, create momentum and inspire their teams to deliver. Learn from an organization that has made its GBS brand real to its customers and stakeholders.

Richard Dobbs, Vice President, Global Business Services, **Kimberly-Clark Corporation**

10:50 – 11:05 am **Break**

11:05 – 11:50 am

Dividing up the Baby: GBS's Role in Mergers, Acquisitions And Spins

Spins and mergers are common enterprise strategies to achieve growth and optimize operations. When it comes to GBS, spin outs and mergers can be particularly complex, as they involve separating and/or integrating operations across different locations, cultures, and regulatory environments. How does this activity leverage the capabilities of the GBS? Our panel will share lessons from the trenches.

Jackie Maestri, Vice President Global Services and Enterprise Transformations, **Johnson & Johnson**

Deanna Adler, Vice President, Global Business Services, **Kellanova**

Moderator: Janet Ramey, Senior Fellow, **The Conference Board**

11:50 am – 12:30 pm

GBS Reboots: Tales from the Front

GBS and shared services models are constantly being rebooted in response to business needs and changes in the C-Suite. Hear from an esteemed GBS practitioner who will share dos, don'ts, and lessons learned as the services evolve.

David Palmieri, Managing Director, Head of GBS & Product Engineering Excellence, **Experian PLC**

Moderator:

William Gilet, Partner, **PwC**

12:30 – 1:15 pm **Lunch**

1:15 – 1:55 pm

Roundtables

Attendees are welcome to join a Roundtable for small group discussions on focused issues in GBS and shared services.

1. **Talent Management: Attraction, Engagement, Development, and Retention**, facilitated by **David Palmieri**, Managing Director, Head of GBS & Product Engineering Excellence, **Experian PLC**
2. **Change Management**, facilitated by **Cindy Gallagher**, Controller and Chief Accounting Officer, **Gannett**
3. **Talent Mobility: Intra-GBS and between GBS and Other Functions**, facilitated by **Arindam Mukhopadhyay**, Managing Director & Global Head of Finance & Risk Shared Services, **Citi**
4. **Beginning Your GBS Journey**, facilitated by **Erin Vincent**, Vice President, Global Business Services, **Sonoco Products Company**
5. **Customer / Employee Experience**, facilitated by **Liz Evans**, Principal, **PwC**
6. **How will Generative AI Affect GBS?**, facilitated by **Janet Ramey**, Senior Fellow, **The Conference Board**
7. **Location Strategies**, facilitated by **William Gilet**, Partner, Global GBS Advisory Leader, **PwC**

1:55 – 2:05 pm **Break**

2:05 – 2:35 pm **Concurrent Session**

Getting Started on Your GBS Journey

Some of us are at the earliest stages of our GBS journeys. Gain important insights on the essential elements for success, and common pitfalls to avoid.

Erin Vincent, Vice President, Global Business Services, **Sonoco**

2:05 – 2:35 pm **Concurrent Session**

The Potential Impact of AI on CX, with Specific Emphasis on GBS Functions

In this highly interactive exchange with the audience, explore the multiple implications and opportunities for GBS of the biggest tech breakthrough of our times.

Arindam Mukhopadhyay, Managing Director - Finance, **Citigroup**

2:40 – 3:10 pm **Concurrent Session**

Business Services Models: Not Just for Multinational Companies

Most GBS organizations start out with a single function, shared services. Join your peers in discussing the benefits of the model and how it can be positioned for growth.

Cindy Gallagher, Controller and Chief Accounting Officer, **Gannett**

2:40 – 3:10 pm **Concurrent Session**

Setting Up Capabilities for GBS Organizations

GBS and shared services are just not about delivery. Success comes when capabilities such as project management, program management, vendor management, and change management are leveraged across the operation. Learn how a GBS leader is enabling these capabilities in their organization.

Sue Brauer, Head of Operations & Enablement, **Kenvue**

3:10 – 3:30 pm **Break**

3:30 – 4:10 pm

Moving the Dial on BPO Relationships

The majority of GBS and shared services models tap into third party relationships with BPO providers. Like GBS models, these relationships evolve over time. Hear from leaders who are focused on more effective working relationships with their BPO providers.

Serge De Vos, Global Head of Business Services, **The Kraft Heinz Company**

Andrew Stanley, Chief Information Security Officer & VP of Global Digital Operations, Mars Global Services, **Mars**

Traci L. Memmott, Global Process Owner, **The Coca-Cola Company**

Barbara Huss-Kaniewska, Head of the Global Business Services Organization (BSO), **CBRE Inc.**

Moderator: **Liz Evans**, Principal, **PwC**

4:10 pm – 4:45 pm

The Controller Speaks: How Shared Services Deliver Finance Value

Ultimately, it's the enterprise, not the lines of business, that receives the greatest value from GBS and shared services models. Carrie Nichol, controller at one of the world's largest privately held companies, is a proponent of global financial services operations.

She will share how the controllership function obtains a value from the model and what GBS and shared services leaders can do to create alignment with the business.

Carrie Nichol, Controller, **Cargill**

Moderator: **Deborah Kops**, Senior Fellow, **The Conference Board**

4:45 – 5:00 pm

Closing Remarks

Deborah Kops, Senior Fellow, **The Conference Board**, **Conference Chair**

5:00 – 6:00 pm

Reception

Learning Objectives

- Enter the beginning stages of GBS development
- Use the brand of your GBS organization to inspire teams to deliver
- Leverage the capabilities of your GBS organization during spins and mergers
- Use Generative AI in GBS functions
- Improve working relationships with BPO providers