

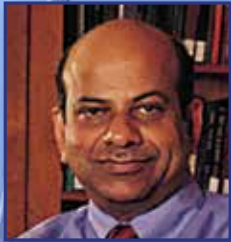
CFO MAGAZINE PRESENTS

20TH ANNIVERSARY

**CFO**  
conferences

# CFO RISING EAST

FINDING PATHS TO GROWTH  
MARCH 3-6 • THE PEABODY • ORLANDO, FL



**VIJAY GOVINDARAJAN**  
Author  
*Reverse Innovation*



**ED GOLDFINGER**  
CFO  
Zipcar



**MARTY CONNOR**  
CFO & Treasurer  
Toll Brothers



**MICHAEL SHORT**  
EVP & CFO  
AutoNation



**MARIA BLASE**  
President, Ingersoll  
Rand Climate  
Solutions Latin  
America



**EDUARDO CORDEIRO**  
EVP & CFO  
Cabot Corporation

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- Return Driven Strategy and the CFO
- The Global Economic Outlook
- The Finance Role in International Expansion
- How to Survive and Thrive in a Distressed Industry
- Managing a Business Portfolio for Growth
- Budgeting for Innovation

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Dear Colleague,

Twenty years ago, CFO held its first-ever conference, CFO Rising East, with the goal of bringing the pages of *CFO* magazine to life. With sessions dedicated to a wide range of issues of critical importance to CFOs—featuring real, live finance executives

talking about the challenges they faced and how they overcame them—CFO Rising aimed to send finance chiefs home armed with new insights and better equipped to do their jobs.

Now, two decades later, that goal remains the same. At our **20th Annual CFO Rising East** in Orlando from March 3-6, you'll hear from a top-notch roster of finance executives as we explore the theme for this year: **Finding Paths to Growth**.

At companies of nearly all sizes and stages today, CFOs and their fellow executives are wrestling with the question of how to grow in today's challenging environment. Many are taking stock of their established businesses and completely rethinking their approach to the future. At CFO Rising East, you'll hear how CFOs are playing critical roles in defining their companies' paths to growth in a host of different ways.

Held at the Peabody Orlando, this two-and-a-half day event will kick off with a keynote by **Vijay Govindarajan**, bestselling author of *Reverse Innovation*, outlining a new approach to innovative growth around the world. Case studies from a wide range of CFOs will showcase the many, varied growth strategies companies are pursuing today. Marty Connor, CFO of **Toll Brothers**, will describe the company's journey from the housing market boom through the downturn and the steps it took to return to growth. **Cabot Corp.** finance chief Eduardo Cordeiro will detail how Cabot rethought its 130-year old business to optimize its market position for today. And **Zipcar** CFO Ed Goldfinger will share the ways in which finance has supported and helped to drive that company's rapid growth by digging insights out of data. Finance executives from **AutoNation**, **Ingersoll Rand Climate Solutions**, **Palo Alto Networks**, and many more will share their experiences and provide key insights into growth strategies for today.

At the 20th Annual CFO Rising East, learn what your peers are doing to jumpstart growth—and bring new strategies home with you.

We look forward to seeing you in Orlando!

Best regards,

Kate O'Sullivan  
Editorial Director, CFO Publishing



**MARIA BLASE**  
President, Ingersoll  
Rand Climate Solutions  
Latin America



**MARTY CONNOR**  
CFO & Treasurer  
Toll Brothers



**EDUARDO CORDEIRO**  
EVP & CFO  
Cabot Corporation



**WENDY DICICCO, C.P.A.**  
CFO  
Nuron Biotech



**SCOTT DI VALERIO**  
CFO  
Coinstar, Inc.



**MARK FRIGO**  
Director  
The Center for  
Strategy, Execution  
and Valuation,  
DePaul University



**ED GOLDFINGER**  
CFO  
Zipcar



**VIJAY GOVINDARAJAN**  
Author  
*Reverse Innovation*



**JOHN R. GRAHAM**  
*D. Richard Mead Jr.*  
Family Professor of  
Finance  
The Fuqua School  
of Business at  
Duke University



**JESSE SCHELL**  
CEO  
Schell Games



**MICHAEL SHORT**  
EVP & CFO  
AutoNation



**SUSAN STAUTBERG**  
Founder  
WomenCorporateDirectors



**STEFFAN TOMLINSON**  
CFO  
Palo Alto Networks

## SUNDAY, MARCH 3, 2013

11:00AM – 2:30PM

**Pre-Conference Workshop 1: DEVELOPING A FOCUSED GROWTH STRATEGY: HOW TO INNOVATE WITHOUT GOING BROKE**

**DR. MARK L. FRIGO**, Director, The Center for Strategy, Execution and Valuation, DePaul University; author of the book *DRIVEN: Business Strategy, Human Actions and the Creation of Wealth*

In the current economic environment, business strategies need to focus on market opportunities that are driven by shifts in customers, technology, competitors, demographics and globalization. As companies emerge from the recession, a primary challenge is to drive innovation and growth with fewer resources while managing risk. In this presentation, a leading expert on innovation strategy will share his insights and experience in helping CFOs to drive innovation and growth initiatives.

During this workshop you will learn how to:

- Develop a focused growth strategy using the Return Driven Strategy framework
- Evaluate and refine innovation strategies and make innovation work with fewer resources
- To use a CFO Toolkit for developing growth and innovation strategies
- Develop execution plans and performance metrics for innovation strategies

11:00AM – 2:30PM

**Pre-Conference Workshop 2: ISSUES, INSIGHTS AND INNOVATIONS IN FINANCE TALENT DEVELOPMENT**

**JONATHAN SCHIFF**, President, Schiff Consulting Group

Attracting and retaining top talent is one of the CFO's top priorities. Attend this interactive preconference session to learn the latest trends and techniques for hiring, retaining, and developing a top-notch finance team. Learn why talent development is a critical skill for finance leaders today, and find out how you can boost the performance of your own finance team.

At this workshop, you will learn:

- How top companies are engaging and retaining their best talent
- What the finance leader can do to improve talent performance
- Why a focus on talent development is critical to leading effectively in today's challenging business environment

3:00PM – 4:30PM

**OPENING REMARKS—STRATEGY IS INNOVATION**

**VIJAY GOVINDARAJAN**, Professor of International Business at the Tuck School of Business at Dartmouth College; author of *Reverse Innovation*

We now live in an era of almost-constant change. First, new technologies continue to emerge at an ever-more rapid pace. Second, globalization brings with it new markets, new customers, nontraditional competitors, and new challenges. Third, the Internet has created much greater transparency to any company's strategy, actions,

and performance. As a result of these forces, companies find that their strategies need almost constant redefinition—either because the old assumptions are no longer valid, or because the previous strategy has been imitated and neutralized by competitors, or because technological developments and globalization offer unanticipated opportunities.

Rooted in these premises, the strategic challenges for organizations become: How do we identify the market discontinuities (e.g., fundamental shifts in technology, customers, competitors, lifestyle/demographics, globalization, regulations, etc.) that could transform our industry? How do we analyze the opportunities and risks, as a result of our understanding of market discontinuities? How can we create new growth platforms with a view to exploit the market discontinuities? What are our core competencies and how can we leverage them in the growth platforms? How do we allocate resources to support growth? What is your role in shaping the future of your company? What kind of organizational DNA must we have in order to anticipate and respond to changes on a continual basis? How do you execute breakthrough strategies?

At the end of this session, participants will have developed a framework to answer the following questions:

- Why do companies need to continuously innovate strategically?
- How can firms identify market discontinuities that shape the future evolution of the industry?
- How can firms exploit accelerating global opportunities, as a result of the discontinuous shifts in the marketplace?
- How can firms build the requisite organizational DNA to create the future while managing the present?
- How do you execute breakthrough strategies?

4:30PM – 5:30PM

**CFO KEYNOTE – TBA**

5:30PM – 7:00PM

**EXHIBIT HALL GRAND OPENING—WELCOME RECEPTION**

Meet CFO editors, network with your senior finance peers, and enjoy cocktails with hor d'oeuvres at the official kickoff event.

## MONDAY, MARCH 4, 2013

7:45AM – 8:10AM

**BREAKFAST**

8:10AM – 8:15AM

**OPENING REMARKS**

**KATE O'SULLIVAN**, Editorial Director, CFO Publishing

8:15AM – 9:15AM

**THE GLOBAL ECONOMIC OUTLOOK**

**JOHN GRAHAM**, D. Richard Mead Family Professor of Finance, The Fuqua School of Business at Duke University

Find out the latest trends in CFO optimism and

spending plans from the director of the Duke University/CFO magazine Global Business Outlook survey. Drawing on 66 consecutive quarters of data from finance chiefs around the world, Duke professor John Graham will share insights about CFOs' top concerns and their thoughts on the year ahead in the world's key markets. Come hear what the economic outlook is for your business.

9:15AM – 10:15AM

**FINANCE FOR FAST GROWTH**

**ED GOLDFINGER**, CFO, Zipcar

Hear from Zipcar CFO Ed Goldfinger how the finance team has supported and helped to drive the explosive growth and innovative business model at Zipcar. Learn how finance executives at the ground-breaking car rental service mine the company's vast stores of data to determine business trends and uncover new opportunities for growth. Find out how to apply a forward-looking approach to your own company's data.

10:15AM – 11:15AM

**THE FINANCE ROLE IN INTERNATIONAL EXPANSION**

**MARIA BLASE**, President, Ingersoll Rand Climate Solutions Latin America

Learn from former finance executive Maria Blase how Ingersoll Rand is expanding across Latin America. Hear about the trends in the region's rapidly developing markets and find out how one company is seizing the international growth opportunity. Blase will also share how her finance background has equipped her for her new role as the head of Ingersoll Rand Climate Solutions' Latin America business unit and how financial forecasting and analysis have played key roles in the expansion strategy.

11:20AM – 12:10PM

**TRACK 1 WORKSHOPS**

Tackle one of your finance department's key issues, share ideas, and learn new approaches to finance challenges in one of our interactive, hands-on discussion sessions.

Past workshops have included:

**FINANCE IN THE CLOUD**

Learn how to streamline workflow, revolutionize cash flow visibility and management, and save on costs in multiple areas by adopting cloud-based financial tools.

**ELEVATING THE ROLE OF FINANCE AT THE CORPORATE TABLE**

Improve the budgeting, planning, and reporting processes to produce meaningful business insight.

**BANKRUPTCY-PROOF YOUR CREDIT AND COLLECTIONS DEPARTMENT**

Practical steps you can take to minimize your company's legal and financial risks in the event a key customer or supplier files for bankruptcy.

12:10PM – 12:50PM

**LUNCH**

**12:50PM – 1:30PM****DESSERT, COFFEE, AND NETWORKING**

Connect with your peers and hear from top service providers about how to solve your business's problems.

**1:30PM – 2:20PM****TRACK 2 WORKSHOPS****2:30PM – 3:20PM****TRACK 3 WORKSHOPS****3:20PM – 3:50PM****NETWORKING BREAK**

Connect with your peers and hear from top service providers about how to solve your business's problems.

**3:50PM – 4:50PM****RIDING THE ROLLERCOASTER—HOW TO SURVIVE AND THRIVE IN A DISTRESSED INDUSTRY****MARTY CONNOR**, CFO & Treasurer, Toll Brothers

Toll Brothers CFO Marty Connor will detail the company's dramatic transformation from the housing market boom years through the painful downturn and the company's successful return to growth. Hear the role finance played throughout the recession and recovery in guiding the company's decision making and the changes to the company's financial structure that enabled it to survive.

**4:50PM – 5:50PM****THE PLEASURE REVOLUTION: WHAT GAMIFICATION MEANS FOR YOUR BUSINESS****JESSE SCHELL**, CEO, Schell Games, and faculty member, Carnegie Mellon University Entertainment Technology Center

In the 21st century, it turns out that the principles for designing video games have become the principles for designing everything. In this talk, video game design expert and Carnegie Mellon faculty member Jesse Schell explains some of the surprising consequences of the new world of pleasure-based design. Hear what the expansion of gaming culture and principles means for your business, and find out how the gamification trend will impact—and maybe even benefit—your company.

**5:50PM – 7:30PM****NETWORKING RECEPTION IN EXHIBIT HALL**

Connect with your peers and hear from top service providers about how to solve your business's problems.

**TUESDAY, MARCH 5, 2013****7:30AM – 8:10AM****BREAKFAST ROUNDTABLES—ROUND 1**

Start the day off right with these interactive, small-group sessions. Share ideas with your peers, and get answers to your company's pressing problems.

Past roundtables have included:

**REDUCING THE COST OF COMPLIANCE**

Get practical advice on how to align different

compliance and risk management functions and leverage technology to drive efficiency in compliance.

**ENTERPRISE VALUE: REPUTATION, RISK, AND REWARD**

Learn proven strategies to enhance corporate reputation and find out how to manage reputational risk to protect and enhance enterprise value.

**8:10PM – 8:50PM****BREAKFAST ROUNDTABLES—ROUND 2****9:05AM – 9:10AM****OPENING REMARKS****KATE O'SULLIVAN**, Editorial Director, CFO Publishing**9:10AM – 10:10AM****LEADING GROWTH****MICHAEL SHORT**, EVP & CFO, AutoNation

Growth is a good thing, right? The answer is: usually, as long as you're focused on growing the right things. In the body, growth of the wrong cells at the wrong times is referred to as cancer. When using the term growth, we should be deliberate about what we are trying to grow and why. Only then can we address how to achieve that growth in each of our organizations. Hear from the CFO of this Fortune 500 auto retailer about how he thinks about the what and the how of growth and the leadership role that the CFO must play in driving growth strategy.

**10:10AM – 10:40AM****NETWORKING BREAK****10:40PM – 11:30AM****CFO KEYNOTE – TBA****11:40PM – 12:30PM****TRACK 1 WORKSHOPS****12:30PM – 2:00PM****LUNCH****2:00PM – 2:50PM****CFO PANEL: BUDGETING FOR INNOVATION****WENDY DICICCO**, CFO, Nuron Biotech**STEFFAN TOMLINSON**, CFO, Palo Alto Networks**SCOTT DI VALERIO**, CFO, Coinstar, Inc.

The CFO plays a critical role in supporting—or stifling—innovation at a company. As more and more businesses look for new ways to grow in today's challenging markets, how are your senior finance peers deciding which projects to fund, where and how much to invest, what hurdles to set, and when to call a stop to unsuccessful efforts? Find out in this interactive session.

**2:50PM – 3:45PM****REBALANCING ACT: MANAGING A BUSINESS PORTFOLIO FOR GROWTH****EDUARDO CORDEIRO**, EVP & CFO, Cabot Corp.

With a 130-year history, Cabot Corp has figured out how to sustain growth over generations. In its latest evolution, the company has evaluated

its business units, divested lower-growth or commoditized product segments, and completed the purchase of an innovative specialty chemical company. Hear from Cabot CFO Eduardo Cordeiro about how the company analyzed its portfolio of businesses and set a course for growth.

**3:45PM – 4:00PM****CLOSING REMARKS****KATE O'SULLIVAN**, Editorial Director, CFO Publishing**WEDNESDAY, MARCH 6, 2013****9:00AM – 2:00PM****Post-Conference Workshop 1: DIRECTOR BOOTCAMP****SUSAN STAUTBERG**, founder, WomenCorporateDirectors and President, PartnerCom

Learn what companies are looking for in directors today, what skills are critical for success, how to evaluate director opportunities, and how to position yourself to land a board seat in this focused, high-impact workshop with the founder of WomenCorporateDirectors and a full slate of top-tier speakers, including sitting directors and search executives.

**9:00AM – 12:30PM****Post-Conference Workshop 2: POWER EXCEL FOR FINANCIAL EXECUTIVES: A SPECIAL SESSION WITH MREXCEL (4 CPE CREDITS)****BILL JELEN**, Publisher, MrExcel.com

In this workshop, Mr. Jelen will discuss:

- The secrets and tricks lurking on the Data menu.
- The ins and outs of pivot tables (from the guy who wrote the book on pivot tables!)
- Data analysis, including sorting, filter by selection, and subtotals
- Fast ways to enter formulas and the related absolute references
- Formula auditing—learn how to trace formulas others have created
- How to find the right function for your formula
- Goal Seek—learn how to use this important what-if tool
- IF functions and variations, such as SUMIFS
- VLOOKUP—the most important Excel function. Learn, in plain English, how it works, what can go wrong with it, and how to correct it
- Removing duplicates
- Dozens of other tips that allow you and your finance team to become more productive

Get a first look at Microsoft's newest edition of Excel (codename Excel 15) as Bill Jelen gives workshop participants a sneak peek at some of the programs biggest changes. Participants in this session will also receive a copy of Bill Jelen's book, *Learn Excel 2007 through 2010* from MrExcel, which comprises 512 questions and solutions posed to Mr. Jelen during his seminars. The book includes 35% more tips than the previous edition. Mr. Jelen loves new questions and will incorporate the answers into the seminar.

*Earn 4 additional CPE credits by attending this postconference forum. An additional fee applies, and preregistration is required.*



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Alumni Financial Executive Group rate (4 for 3)	\$1,046	\$1,271
Non-Alumni Financial Executive	\$1,495	\$1,795
Non-Alumni Financial Executive Group rate (4 for 3)	\$1,121	\$1,346
Vendor	\$2,595	\$2,895

### OPTION 2: ALL ACCESS (INCLUDES PRE & POST SESSIONS)

	<b>EARLY-BIRD: (Before Jan. 11)</b>	<b>FULL RATE: (After Jan. 11)</b>
Alumni Financial Executive	\$2,195	\$2,495
Alumni Financial Executive Group rate (4 for 3)	\$1,646	\$1,871
Non-Alumni Financial Executive	\$2,295	\$2,595
Non-Alumni Financial Executive Group rate (4 for 3)	\$1,721	\$1,946
Vendor	\$3,295	\$3,595

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	<b>EARLY-BIRD: (Before Jan. 11)</b>	<b>FULL RATE: (After Jan. 11)</b>
Optional Sessions	\$495	\$495

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# CFO RISING EAST : FINDING PATHS TO GROWTH

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6 West 48th Street, 7th Floor  
New York, NY 10036

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