

Digitalizing the Finance Function: The CFO Perspective

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Open Programs
Finance & Accounting

Build the strategic roadmap for your digital finance transformation.



This program is designed specifically for **finance executives who want to understand finance transformation, and how finance functions can evolve into business navigators**. Over the course of this four-day program, participants will experience a rich and varied content, including numerous practical use cases, and benefit from the impulses of other CFOs and practitioners.

Digitalization is widely acknowledged to be the key driver of corporate transformation, regardless of company size, location, or industry.

Most companies seek to benefit from the opportunities of digitalization to improve the customer-facing aspects of their business. However, despite the opportunities digitalization offers in terms of new technologies and ways of working, most CFO functions continue to operate traditionally – falling short of what is required of a true business partner.

Clearly, the Covid-19 crisis has forced companies to digitalize much faster than planned. This program will address the connected challenges and demonstrate how to navigate through times of uncertainty.

This executive program focuses on the changes to the CFO's operating landscape and the responsibilities and tasks of the future finance function. Further, we will discuss the increasingly blurred borders between finance departments and how CFOs will be able to fill the business partner role through emerging technologies and lean processes.

This intensive four-day program, delivered jointly by **WHU – Otto Beisheim School of Management and PricewaterhouseCoopers (PwC)**, consists of two modules.

Learn to master the typical challenges of digitalization:

- Uncertainty about how to begin
- Employee resistance to change
- Long-term planning vs. quick wins
- No best practice for fully digitized finance functions
- Gaps in digital capabilities
- Missing support from the management board
- Conflicting responsibilities and priorities
- Competition for resources



Digital transformation from the CFO perspective: Program outline

In **Module 1**, we take a closer look at digitalization and its application in the different CFO functions. You will be equipped with a systematic overview of the necessary tools to develop a digital roadmap for your company.

Module 2 focuses on mastering digital transformation, an in-depth look at implementation hurdles, and solutions for overcoming these.

The program is highly practical with direct benefits for each participant: during the modules, participants gain insights through lectures, keynote speeches from CFOs and practitioners, best practice examples, and digital case studies. We provide you with a variety of insights on how to master the digitalization journey of the finance function, including the application of business analytics, data science, and artificial intelligence. Participants will have the opportunity to discuss their own digitalization challenges and obtain reviews and coaching from program faculty and peers.

Short Facts

**Location:**

WHU Campus Düsseldorf
PwC Experience Center Frankfurt

**Format & Dates:**

2x2 days, detailed information online

**Language:**

English

**Certificate:**

WHU Executive Education Certificate

**Fees:**

€ 4,950 including tuition, session materials, case studies and most meals, excluding accommodation/travel.

Special fees available online.

**Application:**

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**Participant Profile:**

- CFOs, or senior finance executives aspiring to become CFOs
- Senior executives from the finance function (all sizes of businesses, all industries)
- Senior executives from the finance function aiming to implement digital transformation

Participants are expected to have a minimum of ten years of professional experience.

Timetable

Module 1: WHU Campus Düsseldorf Digital impacts for the finance function

	Day 1	Day 2
Morning Session	<ul style="list-style-type: none">– Introduction to digitalization– The future of finance: Setting the stage	<ul style="list-style-type: none">– Transactional excellence: process & data mining– AI-based invoice automation
	Lunch	Lunch
Afternoon Session #1	<ul style="list-style-type: none">– Self-assessment: CFO strategy & digital target operating model– Keynote: Management of global shared service centers	<ul style="list-style-type: none">– Digital cash management– Reporting in the digital age
Afternoon Session #2	<ul style="list-style-type: none">– Frame conditions and stakeholder affecting the digital journey	<ul style="list-style-type: none">– Keynote: Digital finance at a DAX company
	Welcome Dinner	

Module 2: PwC Experience Center Frankfurt Mastering your digital finance transformation

	Day 1	Day 2
Morning Session	<ul style="list-style-type: none">– The future of planning & steering– Practitioner insight: Data science	<ul style="list-style-type: none">– Digital upskilling & sustainable change– Digital loan markets and other fintechs
	Lunch	Lunch
Afternoon Session #1	<ul style="list-style-type: none">– Advanced & predictive analytics– Keynote: Digital controlling	<ul style="list-style-type: none">– Keynote: Digital finance upskilling in a large technology company– Workshop: Creating the digital roadmap for your finance transformation
Afternoon Session #2	<ul style="list-style-type: none">– The future of finance: The HR perspective	<ul style="list-style-type: none">– Wrap-up and outlook
	Networking Dinner	

Timetable, faculty, and speakers are subject to change.

Faculty

Program Directors:

Prof. Dr. Martin Glaum,

WHU, Chair of International Accounting

Gori von Hirschhausen,

Partner, Head of Finance Consulting,
PwC Europe

Speakers:

Alexander Burck, Head of Corporate Financial Controlling, Bayer AG

Katharina von Frankenberg, Consultant, Egon Zehnder

Prof. Dr. Lutz Johanning, WHU, Chair of Empirical Capital Market Research

Axel Kauhausen, Managing Director, Beiersdorf Shared Services GmbH

Tobias Keller, Data Scientist / A.I. Specialist, Zero One Data / Deutsche Bahn AG

Dr. Yorck Schmidt, Member of the Board, Chief Financial Officer, AVL List GmbH

Thomas Schräder, Partner, Corporate Treasury Solutions, PwC

Roland Werner, Partner, Finance Transformation, PwC



Expert opinion

“It is the responsibility of the finance function to manage risks and ensure the firm’s profitability. Making full use of all available data will empower the organization to take evidence-based business decisions. As our world becomes increasingly volatile and complex, CFOs must adopt the role of navigators, having a world-class Target Operating Model for finance in place. The future has already started.”

Gori von Hirschhausen, Partner & Head of Finance Consulting,
PwC Europe

Participant thoughts

“This program was a very meaningful investment for my professional career, and additionally, I got connected to an experienced CFO network. It contains an excellent mix of theoretical and practical information combined with best practice sharing, which provides great added value.”

Oliver Gantzert, Chief Financial Officer and Managing Director,
KAMAX Holding GmbH & Co. KG



Your personal benefit

- Expand your executive finance network
- Enhance your strategic impact and drive the digital transformation of the finance function
- Discuss your strategic digitalization challenges with renowned experts from academia and practice
- Benefit from hands-on knowledge and tools tailored for application to your work environment
- Become part of an active network of peers and program alumni
- Profit from a unique combination of knowledge partner

Your company’s benefit

- Benefit from the toolkit to design the individual finance transformation roadmap
- Leverage expertise and impulses from other companies and enhance your company network
- Take advantage from the finance transformation momentum
- Start your digital upskilling journey



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About WHU

WHU – Otto Beisheim School of Management is an internationally oriented and privately financed business school based in Vallendar and Düsseldorf. Founded in 1984, WHU is now one of the most renowned German business schools with an exceptional national and international reputation.

Leading Leading Minds.

Both Open and Customized Programs enable executives to achieve their professional goals and improve their company's strategy by giving them deep insights into current global economic developments, by providing practice-oriented knowledge, and by offering excellent networking opportunities.

More information: ee.whu.edu

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