

## OVERVIEW

Date: Wednesday 2nd October 2013

Location: Belfast

Event: smartEST investment conference – Opportunities in the Emerging Nordic country

Background: Business leaders and the Minister of Economics from Estonia will visit Northern and Southern Ireland to develop business relationships and mutual opportunities.

FinanceEstonia, the development body for Financial Services in Estonia, will hold a session focussing on Treasury & Shared Services.

Estonia is a world class location for Treasury & Shared Services, as evidenced by its investment track record and high independent rankings, thanks to a skilled and productive workforce, business friendly environment and high financial attractiveness.

This aim of our session is to provide an overview of global business services, how companies can apply this model to their benefit and how small countries can compete on the global stage.

Program:

0900	Registration
0930 - 1030	Invest Northern Ireland seminar
1100 - 1515	SmartEST investment conference
1100 - 1145	Minister of Economics speech
<b>1145 - 1245</b>	<b>FinanceEstonia panel on Treasury &amp; Shared Services</b>
1245 - 1330	Lunch
1330 - 1430	Innovation panel (e-health / e-government)
1430 - 1445	Coffee break
1445 - 1545	Innovative Manufacturing panel
1600 - 1800	Networking
1930	Drinks

Venue: Titanic Belfast, 1 Olympic Way, Queens Road, Belfast View the location [here](#).

## TREASURY & SHARED SERVICES SESSION

Time:	1145 – 1245
Topic:	Trends in Global Business Services and how Companies and Countries can leverage to their benefit.
Format:	15mins presentation 30mins panel discussion 15mins audience Q&A
Presenter:	Tom Bangemann, SVP, Business Transformation, The Hackett Group
Moderator:	Neil Mathieson, Director, TreasuryView
Debater 1:	Mae Hansen, CEO, FinanceEstonia
Debater 2:	tbc
Content:	What are Global Business Services (GBS)? What motivates organisations to use GBS? How do GBS support company performance? How do companies decide on a delivery model (SSC v BPO)? How do companies decide on a location? What are the key trends to be aware of? How can smaller companies leverage SSC or BPO? How can smaller countries compete on a global scale?
Time:	1245 –

The possibility exists to have informal discussions over lunch or to arrange bi—lateral meetings with any of the panel participants.

## SPEAKER BIOS

### **Tom Bangemann**

#### **Senior Vice President, Business Transformation**

##### **The Hackett Group**

Tom Bangemann (46) is Senior Vice President Business Transformation at The Hackett Group. He has been with The Hackett Group for over 11 years. He headed the European Advisory & Transformation businesses before focussing on Business Development and the Globalization practice for EMEIA as well as Hackett's "global deals". He currently focuses on regional business development activities in central, eastern and northern Europe.

Tom has worked on numerous advisory, consulting, auditing and benchmarking engagements in almost all functions of a company, with a deep expertise focus on the World-class performance of companies, especially in the Finance function. His experience includes a set of over 100 globalization/sourcing projects (incl. shared services & outsourcing) covering all the phases of the business process sourcing journey from pre-assessment through feasibility to optimisation of existing shared service and outsourced organizations.

Tom also appears on conferences as a chairman (in Europe, Asia, Middle East), regular speaker and panellist and writes articles and books, e.g. on "Shared Services in Finance & Accounting" published in February 2005. He has been on several SSON panels, e.g. G6 Europe, G6 Australia, D6 Germany and moderated China C6 in 2012.

Tom chaired the Hungarian Shared Service Community for three years, and advises other shared service initiatives and company boards. Tom is the external industry advisor for the UK Shared Service Forum (formerly NWSSF) for 2010 and 2011, and an SSON steering group member. Tom established the Baltic Shared Service Community in 2010 and supports it.

Tom was a regular Board member of a publicly listed software (procurement and finance) company from 2/2006- 2/2008. He was also named "HR Superstar" by HRO Magazine in 2005, 2006 and 2007. Tom received the award of "Thought Leader of the Year" at the SSON Shared Services & Outsourcing Week Awards ceremony in May 2010.

Tom has a Masters degree in Business & Economics from the University of Hanover (Germany) and an Honor Citation for his studies at California State University. He previously worked for Arthur Andersen in Auditing and Consulting. [Linked in](#).

### **Neil Mathieson**

#### **Treasury & Shared Services leader, FinanceEstonia**

##### **Director, TreasuryView™ and Key Capital**

Neil spent over 10 years in The City of London with Royal Bank of Scotland and ABN AMRO advising mid-cap and multinational companies on global funding, risk and liquidity management. Since 2006 Neil has run Key Capital, providing financial and strategic advisory to companies and governments across Europe, and helping TreasuryView™ develop and sell their financial software to leading UK banks and advisors. In his capacity as Treasury & Shared Services leader Neil is responsible for representing FinanceEstonia, working with stakeholders to ensure a competitive environment and creating opportunity for members. [Linked in](#).



**Mae Hansen**

**CEO, FinanceEstonia**

Mae Hansen has gathered notable financial industry and multi-cultural exposure in the course of her educational and professional pursuits in two continents and three distinct markets – the USA, Denmark and Estonia. Her professional career developed from internship at Merrill Lynch (New York) to Junior Analyst at Byrne Investment Research (New Jersey) to Senior Strategy Consultant at Danske Bank Group (Copenhagen).

After 11 years in the financial industry, she is currently dedicating her time to home country's (Estonia) financial industry development, while fulfilling the CEO duties at FinanceEstonia. Concurrently, Mae is pursuing her next educational aspiration – Global Executive MBA at Vienna University, WU Executive Academy. [LinkedIn](#)