



## **ABOUT SPEAKERS AND TOPICS**

### **Jasmina Očko, Controlling Consultant at Kontroling Kognosko, Croatia**

Consultant for the implementation of controlling and trainer in the field of controlling. Jasmina continuously collects the latest controlling know-how in Europe and America and implements it in Croatian and regional companies. She is a licensed partner of the Controller Akademie München, the leading German controlling academy. She is also head of the ICV Working Group for Croatia, the largest international controlling association, and is the creator of several training courses for controllers and managers.

### **Conference Opening**

We will begin this year's conference alert to the fact that the only constant in life is change but also aware that the changes over the past two years have been unlike anything we have encountered so far. Management is facing numerous and varied risks that are appearing either simultaneously or in succession but that are here to stay – for how long, no one knows. Consequently, there are negative but also many positive changes: new business models, lower costs, reduced product ranges, increased environmental awareness, new alliances, innovation, accelerating digitalization and significantly greater agility.

Can we come out of the crisis (or crises) stronger, better, and smarter than before?

---

### **Jochen Fellhauer, Head of Controlling Learning Agent Network, Agile Coach and Org Development Expert, SAP SE, Germany**

Jochen is Agile Coach and Organizational Development Expert, Head of Controlling Learning Agent Network at SAP, shaping the future of work in Controlling, driving transformation to become a true agile Controlling organization, member of ICV expert group “agile Controlling”, co-project lead of municipal digitalization project “Smart City Bad Schönborn”.

Former Roles at SAP - Controlling CoE People and Workforce (Jun 2015 - Aug 2019), Contingent Workforce Management, Total Workforce concepts, Senior Internal Strategic Consultant (Dec 2011 - May 2015), Lean process management for finance, HR, and services processes, Change management, Head of Vocational Training Business Information Technology (Jul 2004 - Nov 2011), SAP CRM Consultant (Sep 2000 - Jul 2004)

Beyond SAP - Lecturer at Zeppelin University Friedrichshafen, Institute of Corporate Management & Economics (Oct 2010 - Jun 2012)

### **TOPIC: VUCA, digitalization and change of role of a Controller: How implementation and adoption of agile concepts help us to cope with current challenges**

Economical challenges and a fast-changing environment in general forces companies to constantly react and adopt their business models. Controllers' core role is to help to steer companies through these changes. Digitalization and organizational agility help Controllers to better cope with this challenges. New competencies



are required and ideally the role and the positioning of Controllers change: ultimately, we deliver higher value add to the managers we support.

---

**Christoph Kopp, Associate Partner | Head of Industrial & Consumer Goods Practice Austria, Horváth & Partners Management Consultants, Austria**

Christoph Kopp is associate partner at Horváth and leads the Industrial & Consumer Goods Practice in Austria. Since 17 years he supports CFOs of international industrial and consumer goods companies in transformation their area and is specialized in Controlling & Finance with focus on CFO Strategy & Organisation, Management and Legal Reporting, Planning, Cost Accounting & Profitability Analysis as well as Functional Controlling. He also worked closely with Procurement and Supply Chain organisations, helping them to improve their management control. Christoph holds a master degree in business administration from the Vienna University of Economics and Business.

**TOPIC: Procurement Controlling – Steering Procurement's value-add**

Procurement needs to balance different and partly opposed targets: security of supply, right quality of purchased materials, cost reduction and working capital optimization. To manage and steer the procurement area, transparency of the target achievement and of its financial value-add is required. The presentation highlights state-of-the-art approach of Procurement Controlling and shows how they contribute to create value-add for the organisation.

---

**Nataša Cikač, Procurement and Supply Chain Consultant, CEO and Owner of Cronata, Croatia**

Nataša Cikač, Msc, is a procurement and supply chain consultant, and the CEO of Cronata d.o.o. ([www.cronata.hr](http://www.cronata.hr)), which offers training and counselling services to companies from various industries that want to improve their procurement process and achieve excellence. She also launched *Nabavna akademija* (Procurement Academy), a unique three-module training programme that has been attended by over 250 participants from Croatia and neighbouring countries ([www.nabavna-akademija.com.hr](http://www.nabavna-akademija.com.hr)). In addition to the know-how gained in the real sector, where she advanced from beginner to manager positions, she continuously attends training in the field of procurement, supply chains, and lean management. Nataša is a doctoral candidate at the Faculty of Economics and Business in Zagreb, member of the Expert Panel at the Croatian Association of Purchasing (HUND), speaker at the Procurement Conference and other professional gatherings, guest lecturer at faculties, instructor at the Warehouse Management Programme. Her columns and articles are regularly featured in professional journals. She is a court expert witness for finance, accounting, banking, bookkeeping and taxes.



## **TOPIC: How to create added value in cooperation with suppliers**

The crisis caused by the pandemic has put us all in a very specific and unexpected situation but procurement, maybe more than any other part of a company, faces additional pressure when trying to achieve set goals. When business activity is normal, procurement teams continuously try to achieve savings, create additional value by collaborating with suppliers and minimize risks in the supply chain. But in times when the flows of goods are disrupted and the lack of goods is a global problem, companies are forced to come up with new strategies and business models. Focus is now put on innovation and alternative replacements. This is why cooperation with strategic suppliers plays a key role in the creation of added value. Excellence in procurement has become the principal task of management, and the goal is to meet the needs of clients and increase profit.

---

### **Prof. Dr. Ronald Gleich, Academic Director, Center for Performance Management & Controlling Frankfurt School, Co-Head of ICV-Think Tank & Member of the Board of IGC, Germany**

Ronald Gleich has been Professor for Management Practice and Control at the Frankfurt School of Finance and Management since August 2020. His research focuses on current and practically relevant issues of controlling, innovation management and performance measurement. He is the author of one of the leading controlling textbooks in the German-speaking world (Controlling, 14th edition, together with P. Horváth/M. Seiter at Vahlen-Verlag), co-editor of the Controlling-Berater (Haufe-Verlag) and co-director of the ICV-Ideenwerkstatt, the think tank of the international Controller Association. He also advises and controls leading German companies, especially in the manufacturing industry.

After an apprenticeship as a banker and the study of technically-oriented business administration in Stuttgart, he also received his doctorate and habilitation at the University of Stuttgart. After a deputy professorship at the University of Hohenheim, Mr. Gleich was Professor of Industrial Management at EBS University from 2003 to July 2020, where he also held various management positions.

Mr. Gleich was also a partner in the management consultancy Horváth & Partners from 2001-2005 and managing partner and shareholder of the Horváth Academy from 2012-2018.

## **TOPIC: Mega Trend Servitization – a new challenge for Managers and Controllers**

- Servitization – a Global Mega Trend
  - Opportunities, Challenges & Obstacles
  - Special Role of Servitization in Management Accounting
- 

### **Miroslav Varga, Martech specialist, Escape d.o.o., Croatia**

Miroslav is the only Martech specialist in the Region being a fivefold Grandfather. Maybe even in the World. He's been in the business so long that he's probably corrected more of his mistakes than other experts have



done so far. Some of that mistakes will be presented in his presentation because all the mistakes were made with other people's money.

Therefore, he feels the need to return part of these costs to the community.

**TOPIC: Pitfalls in data analysis**

Everyone who deals with data analysis gets involved more or less with Statistics. But, Statistics has its own rules and limitations that we don't always take into account.

This presentation will show you some mistakes I made by taking Statistics and data for granted.

---

**Denis Petrović, Member of the Bord, Vienna-Gruppe, Austria**

Education: Executive MBA, WU Wirtschaftsuniversität Wien, MBA in Global Economics, Carlson School of Management, University of Minnesota.

Experience: Before joining Vienna-Grruppe, experience in management functions and leading of consulting projects in Austria and Croatia in various fields (transport, logistics, energy, health, and social services):

- CFO of Fonds Soziales Wien
- Group CFO UNIGEA Renewable Energy
- Director Contrast Ernst & Young Management Consulting
- Principal Consultant KMPG Croatia – business advisory
- Excerpt from consulting projects - ÖBB Holding AG Group, Austrian Federal Ministry of Labour, Social Affairs and Consumer Protection, APIS IT, A1

**TOPIC: Future of Controlling, Why do we speak about the new role of controlling?**

Controlling has a future, there is no doubt about that. Yet it is also certain that its role will evolve together with changes in the business world and especially because of the impact of digitalisation. That the only thing constant in controlling is change is a fact well-known but right now controlling is expected to also take on the role of analyst, forecaster, cost cutter, change manager, motivator, moderator...

The digital revolution is speeding up the rate of change and requiring us to be more agile and adapt to unexpected changes in business. More than ever before, controlling needs to be an information factory, a source of high-quality predictions and a business partner to managers. Analytical and communication skills are the most valuable asset a controller has to offer.

---

**Slaven Kartelo, Partner, PricewaterhouseCoopers Savjetovanje d.o.o., Croatia**

Slaven is Partner and joined PwC back in 2002. Since then, he participated as a leader in the audits of companies from various industries such as pharmaceuticals, distribution, retail, trade, and manufacturing of FMCG and other production companies in Croatia as well as other markets in the region. He spent four months of a secondment on an international assignment in Russia. Slaven has extensive experience in the



application of IFRS and CFRS, including financial and non-financial reporting advices. He also has expertise in consulting clients with various complex accounting matters and implementation of controls in business processes. In the Partner role Slaven has dedicated his time to raise awareness on sustainability reporting development and is enthusiastic about the environmental issues and how to resolve them. Slaven highly values anticipating client's needs and developing potential solutions, using resources available across the PwC network. This gives him the opportunity to actively support the clients and build trust by sharing our expertise. Slaven is looking forward to exploring all of its aspects and applying all his experience and knowledge from other industries. Slaven is also a Board Member in the council of Croatian Chamber of Auditors where he is actively supporting audit profession.

**TOPIC: Get ready for sustainable future - Changes that Corporate Sustainability Reporting Directive ("CSRD") will bring to our business**

Description: For several years we had non financial reporting. New CSRD will bring much more obligatory requirements like wider scope, mandatory assurance, double materiality concept, sustainability strategy, risk management, legal responsibility of management and many more. Find out what you can expect in a new sustainable future.

---

**Gordana Kastropeli, Consultant and Coach at Mynd, Croatia**

For almost 20 years, Gordana has been committed to helping leaders and all those interested in personal and professional development to better understand their teams, improve communication and leadership skills and achieve success that is aligned with their values. Her journey began in 2001 when she attended an NLP training course. In 2004 she became a certified NLP and HNLP trainer and coach in the USA, and this is when she realized that the development of others was her true calling.

She is especially committed to the development of leaders. She teaches managers, entrepreneurs, and others in leadership roles how to be flexible, daring and passionate leaders who remain true to their values in everything they do. She carries out in-house training and counselling for companies and organisations. She conducts training in leadership and team dynamics as well as courses in NLP, communication and presentation skills, motivational workshops, and personal and business coaching.

She also dedicates time to her own education and training (NLP, systemic coaching, Brain Based Leadership, hypnotherapy, logotherapy...) and attends mentoring and supervision programmes.

**Topic: Controlling and Empathy – Can They Go Together?**

- Why has empathy become a major topic in leadership?
- How do we convey the truth revealed by data?
- How can we be sure of anything in times of constant change and great uncertainty?

Answers to these questions (and others you may have) as well as useful advice on how to overcome obstacles in communication and achieve goals easier will give you the inspiration and empowerment you need!

---



## C-PANEL

The panel will bring together five managers who are acting, managing, investing, and changing under the influence of the current crisis. All of them share the same passion for their work but also commitment to controlling. They carried out or are currently carrying out the project of implementing the controlling function and are all trained controllers.

The following panellists will talk about how to tackle a large number of challenges and how to use controlling and their expertise:

### **Barbara Vuković, CFO, Metal Product, Croatia**

Barbara Vuković is a member of the Management Board and CFO of Metal Product d.o.o. Metal Product is a family-run company with 55 years of experience whose core business is the production of equipment for low, medium, and high voltage in the energy sector. It is an export-oriented company and exports account for more than 80% of its income. The company has 250 employees at two locations.

Barbara graduated and received her master's degree in accounting and auditing from the School of Economics in Zagreb. She continued her studies at the Cass Business School, University of London, where she obtained a Master of Science degree in Strategic Management with the highest honours as well as the Beta Gamma Sigma recognition as one of the top 10% best students of her generation. Barbara received additional education at Harvard University and the University of California, Berkeley, where she attended summer schools. During her studies she was a scholarship recipient of the Croatian Ministry of Science, Education and Sports and was awarded the Special Rector's Award for managing the student project *Case Study Competition*.

In 2014 Barbara joined the family business as the third generation involved in management. Since joining Metal Product she has worked in various departments - procurement, foreign sales, production, and warehouse in order to get to know every aspect of the business as well as possible. In 2018 she assumed the function of CFO.

---

### **Dinko Magazin, Co-Owner and Management Board Member, Polleo Sport, Croatia**

Dinko Magazin has been an entrepreneur since a young age. By the time he graduated from Libertas International University he had already been running two established companies.

He also graduated from Hungary's most prestigious university – Corvinus Budapest – where he completed the Executive MBA Postgraduate Study. As a former rower and water polo player, he believes that sport is one of the key elements in the development of each individual.

Polleo Sport is the largest Croatian specialized chain of sports and healthy eating stores for athletes, recreational athletes and people who care about their health. Polleo Sport stores employ highly educated staff who offer advice on how to live actively, eat healthy and reach sporting or personal goals faster and safer. The company specialises in sports nutrition products and other dietary supplements that, with the proper and timely advice of its professional staff (nutritionists, trainers, athletes), become a real tool in achieving one's goals.



Thanks to a network of 30 branches and strong distribution in the mass market, Polleo Sport is an industry leader. It has 13 brands and its own production. Polleo Sport's vision for the future includes export markets and strong positioning within the EU, something for which the brand undoubtedly has the capacity.

---

### **Matija Bilandžija, CEO, Čateks, Croatia**

Before taking over as the CEO of Čateks, Matija Bilandžija was the company's CFO for eight years and President of its Supervisory Board between 2016 and 2022. He has over 10 years of expertise in controlling, strategy, and investments. He graduated from the Faculty of Economics in 2008. In 2012 he earned the title of university specialist in financial markets and institutions at the Postgraduate University Study Programme of the Faculty of Economics in Zagreb. He received the qualification to work as an approved internal auditor for the economy from the Croatian Association of Accountants and Financial Professionals in 2018. He has been extensively involved in the management of development projects in recent years, the largest of which was co-financed by the European Union and the European Regional Development Fund. The project's total value exceeds 27 million kuna and is titled "The Development of Multifunctional Non-Flammable Fabric for a Dual Purpose."

Čateks is Croatia's oldest textile company. It is also one of the largest in the region and the oldest in Europe's south-east. Its main line of business is the design, manufacture, and sale of specialised technical fabrics, polyurethane coated and laminated technical materials, and finished ready-made products. The production programme is called Compago, and it is divided into four sections: Defend (military), Medical (medical), Protect (protective), and Home (household programme). Čateks generates a significant portion of its revenue outside of the country, primarily in Germany, the Netherlands, Poland, Latvia, Lithuania, Spain, England, Slovenia, Switzerland, Kuwait, and other countries. The new Management Board is committed to transforming the company by expanding its own R&D capabilities. This will make it easier to manufacture technical textiles and other technical materials with cutting-edge technological properties for use in the military, medical, food, construction, automotive, and other industries.

---

### **Ivana Ravlić, CEO, Mesna industrija Ravlić, Croatia**

Mesna industrija Ravlić is a family-owned company. The management of the business is currently in the hands of the third generation of the Ravlić family. Ivana Ravlić Devald has worked for the business for approximately 15 years and is currently the CEO.

Mesna industrija Ravlić produces fresh meat and meat products. Its production facilities, one of the most modern in Croatia, are located in Petrijevci, near the city of Osijek. The company's products, which include fresh meat, BBQ meat, semi-durable and traditional durable products, have won numerous accolades and awards for quality. Over 300 employees work for Mesna industrija Ravlić, which today operates over 50 butcher shops in Croatia. The name has come to represent both traditional meat products made in a new, contemporary manner as well as fresh, high-quality meat. This also symbolizes the company's mission, which is to assure clients that the meat they purchase is of the highest calibre, freshly prepared, and made in a secure and modern manner.



10 ICC - 10<sup>th</sup> International Controlling Conference in Croatia

# CONTROLLING FOR THE NEW ERA

11<sup>th</sup> November 2022, The Westin Zagreb hotel



## PROGRAMME

8:30	Registration
9:00	Conference opening <ul style="list-style-type: none"> <li>• <b>Jasmina Očko</b>, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)</li> </ul>
9:15	<b>KEYNOTE</b> VUCA, digitalization and change of role of a Controller: How implementation and adoption of agile concepts help us to cope with current challenges <ul style="list-style-type: none"> <li>• <b>Jochen Fellhauer</b>, Head of Global Controlling Learning Agent Network, Agile Coach and Org Development Expert, SAP SE (Germany)</li> </ul>
9:50	<b>Procurement Controlling – Steering Procurement's value-add</b> <ul style="list-style-type: none"> <li>• <b>Christoph Kopp</b>, Associate Partner   Head of Industrial &amp; Consumer Goods Practice Austria, Horváth &amp; Partners Management Consultants (Austria)</li> </ul>
10:25	<b>How to create added value in cooperation with suppliers</b> <ul style="list-style-type: none"> <li>• <b>mr.sc. Nataša Cikač</b>, Procurement and Supply Chain Consultant, Owner and Director, Cronata d.o.o. (Croatia)</li> </ul>
11:00	Break
11:30	<b>Mega Trend Servitization – a new challenge for Managers and Controllers</b> <ul style="list-style-type: none"> <li>• <b>Prof. Dr. Ronald Gleich</b>, Academic Director, Co-Head of ICV-Think Tank &amp; Member of the Board of IGC, Center for Performance Management &amp; Controlling Frankfurt School (Germany)</li> </ul>
12:05	<b>Pitfalls in data analysis</b> <ul style="list-style-type: none"> <li>• <b>Miroslav Varga</b>, Martech specialist, Escape d.o.o. (Croatia)</li> </ul>





10 ICC - 10<sup>th</sup> International Controlling Conference in Croatia

# CONTROLLING FOR THE NEW ERA

11<sup>th</sup> November 2022, The Westin Zagreb hotel



## PROGRAMME

12:40	<b>C – PANEL: Crisis management for the new era</b> <ul style="list-style-type: none"><li>• <b>Ivana Ravlić</b>, CEO, Mesna industrija Ravlić d.o.o. (Croatia)</li><li>• <b>Barbara Vuković</b>, CFO, Metal Product d.o.o. (Croatia)</li><li>• <b>Marijana Širić Sabljo</b>, CFO, Weltplast d.o.o. (Croatia)</li><li>• <b>Matija Bilandžija</b>, CEO, Čateks d.d. (Croatia)</li><li>• <b>Dinko Magazin</b>, CO-Owner and Member of the Board, Polleo Sport (Croatia)</li><li>• <b>Jasmina Očko</b>, MSc, Controlling Consultant, Kontroling Kognosko (Croatia) – <i>moderator</i></li></ul>
13:20	Lunch break
14:20	<b>Future of Controlling - Why do we speak about the new role of controlling?</b> <ul style="list-style-type: none"><li>• <b>Denis Petrović</b>, Member of the Board, Vienna-Gruppe (Austria)</li></ul>
14:55	<b>Get ready for sustainable future - Changes that Corporate Sustainability Reporting Directive ("CSRD") will bring to our business</b> <ul style="list-style-type: none"><li>• <b>Slaven Kartelo</b>, Partner, PricewaterhouseCoopers Savjetovanje d.o.o. (Croatia)</li></ul>
15:30	<b>How to overcome resistance</b> <ul style="list-style-type: none"><li>• <b>Gordana Kastrapeli</b>, Consultant, trainer &amp; coach, Mynd d.o.o. (Croatia)</li></ul>
16:05	<b>Closing the Conference</b> <ul style="list-style-type: none"><li>• <b>Jasmina Očko</b>, MSc, Controlling Consultant, Kontroling Kognosko (Croatia)</li></ul>
16:15	The End