



The Power of Synergy

17th November 2023, Sheraton Zagreb hotel

OUR SPEAKERS

Claudia Maron, responsible for the department Strategic Controlling & Risks, DATEV eG (Germany)

Next Level Controlling – embracing eight modern challenges

SUMMARY

This presentation will show the cases of DATEV eG and ICV, and the main topic are:

- Rewriting the CFO agenda – Crises as opportunity for strategic growth
- From Cost Controlling to Performance & Sustainability – Unleashing the full potential of your organization
- Future-Proofing your Controlling – managing risks and liquidity in a rapidly changing landscape
- No time to relax – driving digital transformation and emphasizing the change in controlling

CV:

Claudia Maron is responsible for the department Strategic Controlling & Risks at DATEV eG, an IT-Solution Provider in Germany. This includes BI/Business Analytics and target evaluation.

Prior to this, she held leadership positions in various business functions such as Governance, Sustainability, Corporate Planning and Billing in the same company. She is also actively involved as a board member at ICV (International Controlling Verein). She publishes in specialized journals and presents at international conferences.

Erna Slana, Director of Finance and Accounting and Member of the Management Board for Finance at Medis (Slovenia)

Change Management: Budgeting in an Era of Uncertainty

SUMMARY

The presentation entitled “Change Management: Budgeting in an Era of Uncertainty” will address the challenges of today's budgeting and the need for constant adjustment in light of persistent macroeconomic and other changes in markets...



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CV

Erna Slana is Director of Finance and Accounting and Member of the Management Board for Finance at Medis. Medis is a leading multinational company in the pharmaceutical industry in CEE. Its corporate headquarters are in Ljubljana and it has offices in Croatia, Serbia, Bosnia and Herzegovina, North Macedonia, Austria, Hungary, Czech Republic, Slovakia, Lithuania, Bulgaria, Romania and Poland. Erna's extensive knowledge and experience in corporate finance has helped Medis grow into a multinational company. Erna leads one of the largest teams in Medis, in charge of finance, controlling and accounting. She has knowledge and experience with various BI tools in the field of strategic and operational budgeting and business reporting.

Together with a very competent team she provides the Board and management with a faster access to critical information and better-informed business decisions. Prior to joining Medis, she gained experience in the telecommunications, aviation, tourism and financial industries, which enables her to have a unique perspective and a deeper understanding of different sectors and business dynamics.

Mariusz Rzeznikiewicz, external Controller and consultant for SME MR-Con (Germany)

Controlling in SME – synergy between DATA-DRIVEN DECISION MAKING and Improvisation.

SUMMARY

Controlling in SME is a big challenge – especially in context of limited resources. A good Controlling provides data and insights that SME owners and managers can use to make informed decisions about resource allocation, expansion, diversification, or other strategic moves, helping SME's remain agile and responsive.

"Data-Driven Decision Making" is an approach where decisions are made based on analysis and interpretation of data and relevant information, rather than solely relying on intuition or assumptions. It involves collecting, analysing, and interpreting data to inform and guide choices that can lead to more effective and informed outcomes. This approach ensures that decisions are backed by evidence and insights, which can result in improved accuracy and better outcomes across various domains.

But what about data driven decisions and daily business in SME's? Aren't controllers and managers sometimes forced to improvise?



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Improvisation refers to the act of creating or performing something in the moment without prior planning or preparation. It often involves spontaneous responses and creative thinking. In various contexts, such as music, theatre, and also business, improvisation involves adapting to unexpected situations, making quick decisions, and coming up with solutions on the spot. It's a valuable skill that fosters adaptability, creativity, and the ability to think on one's feet.

CV

Mariusz is External Controller / Certified Restructuring & Reorganisation Consultant. He has been assisting small and medium-sized enterprises especially in Germany in the area of controlling and business model redesign for last 15 years.

Main focus: integrated planning, controlling and monitoring of target achievement by means of meaningful reporting, development and implementation of controlling concepts for SMEs, business development, turn-around management, implementation of ERP software for SMEs, implementation and further development of business intelligence solutions (QlikView, Qlik Sense, Power BI, Tableau) as well as ML, IBCS reporting.

Cooperation with International Controller Verein e.V. - International Work Group / Consultant Network East Brandenburg - Competence Centre Crisis Management.

Clients - companies that need to check the plausibility of their database and therefore need a competent partner for planning, setting up and supporting monthly reporting, and companies that already use ERP or BI tools and are looking for a reliable partner in matters of controlling, business process optimisation and transparency.

Jasminka Rojko, ESG and corporate finance advisory , Rojko & Co (Croatia)

ESG is a team sport that offers a competitive advantage and a sustainable future

SUMMARY

The presentation will provide an overview of the regulatory framework for sustainability, including ESRS for companies and SFRD for the financial industry. It will also demonstrate how important it is for companies to get a head start and position themselves as soon as possible in this new and regulated "net zero" world. Only by working together and achieving synergy across all segments will you be able to ensure a sustainable future and gain a competitive advantage. This will involve building ESG knowledge in the company's key parts and departments, gathering and exchanging information within your own value chain (supply and sales) as well as with other key stakeholders (banks, insurers, funds...) This is the only way to avoid ending up in a state of environmental, economic and social collapse. Each business decision will need to be made in full awareness of its impact on our planet and in consideration of the resources, society and values we will pass down to future generations...



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CV

Jasminka Rojko is an ESG and corporate finance consultant and owner of the company ROJKO & CO. Her goal is to use her banking experience and, together with her associates, create a sustainable future and added value for companies, as well as for the wider community. She gained extensive experience in commercial banking and spent 22 years in RBA, where she worked as executive director for large, multinational and medium-sized companies and project financing for the last few years. She was in charge of designing business strategies, led a team of 90 employees and 9 managers, and cooperated with over 2500 clients.

As an ESG ambassador, she introduced sustainable financing models, including green loans and green bond issuance, to domestic companies. Within the RBI Group, she participated in numerous projects at the local and regional level. This included the ESG - Sustainability Education Centre for all corporate bank employees in the region, and the creation of a new service model for cross-border clients who do business with the Raiffeisen Group in several countries.

Florian Bliefert, consultant and trainer CA Akademie AG (Germany)

Data-driven Decision Making: Synergy in Action

SUMMARY

In my presentation I will explain how three different fields of expertise (Business, Math and Computer Science) can be combined to make data-driven decisions and how this decision-making can be improved. I will briefly show some downfalls and dangers while working with data and how this can affect decision-making. I will also discuss how figures and KPI can be found, and their usefulness evaluated.

CV

Florian Bliefert is a manager at CA controller akademie and works as both a trainer and consultant. He began his professional career with a banking apprenticeship and later switched from the banking world to controlling. His stations included the German automotive club ADAC e.V. and Munich Airport, where he also held management positions. He studied business administration in Munich and Birmingham (UK), as well as computer science. His focus is on consulting on data-driven topics such as predictive analytics, data mining and data management. In addition, he is the author of various professional articles.



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Kruno Šisl, Controlling Specialist, Nexe Group and Mario Korbar, Business Solutions Consultant, Dana Sense (Croatia) Planning in Manufacturing Companies

SUMMARY

Planning, budgeting, and forecasting processes in manufacturing companies encompass numerous challenges. It is necessary to integrate plans at all points of the supply chain (sales plan -> production plan -> purchase plan), to ensure the timely availability of resources (materials, energy and people) necessary for the realization of the production plan, which will satisfy demand planned on the sales side. A cash flow plan has to be associated to planned sales and purchase. Sales, production and purchase plans should be automatically reflected in P&L. In addition to aforementioned challenges, the case study which is the subject of this presentation, takes place in the context of a multi-company environment, with seven manufacturing companies in three countries and five different assortments / types of manufacturing.

In this session, we will present how these challenges were addressed in Nexe Group, a leading regional manufacturer of building materials, during the implementation of a business planning system, based on the Visual Planner tool (product of Power ON, USA), which was implemented in Nexe Group by the Croatian company Data Sense, which is specialized in implementation of business reporting and planning solutions on Microsoft's Power BI platform.

CV

Kruno Šisl is an expert associate for controlling and a BI specialist in Nexe Group. He graduated from the Faculty of Economics, major Business informatics. He started his career in finance, and later focused on analytics, reporting and BI, and works on the implementation and management of projects in the field of implementing software solutions in business. In his free time he likes to hiking, traveling and being in nature.

Mario Korbar is business solutions consultant, founder of Data Sense. He started career as mathematics teacher, but very soon he turned to IT. During 25 years of IT journey, he has been participating in implementation of IT business solutions (mostly ERP and BI) in various roles, first as a programmer, then as project manager and business solutions consultant. He believes that tight coupling of controlling and IT is a key to efficient business management. His mission is to bridge the gap between business and IT, growing consultants with both business knowledge and IT skills. Hence, the Data Sense motto – „where IT speaks business “. In spare time he enjoys riding a bike or playing drums.



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Ante Mihaljević, Business Communication Coach (Croatia)

Controlling the real rapport

SUMMARY

Communication is a fundamental human need that allows us to connect with others. But that connection sometimes tends to glitch. There are situations when we can “get away with it” but there are also important moments that require our conscious presence and connection.

One of the most important things for successful communication within an organisation is understanding how we behave in conflict situations.

At this workshop we will learn to identify which communication approach is appropriate to which situation. We will discuss the profiling of interlocutors and learn how to assess their personalities with the aim of improving personal and professional skills such as teamwork, communication and productivity. Together, we will try to answer the following questions:

- What kind of coffee do eagles drink?
- How do our strengths become obstacles?
- How to talk to your mother-in-law and get out alive?
- What colour is your boss?
- How to work effectively with colleagues?
- How to better understand the people around you?
- Why can some people talk for hours on end?
- Why are some people shy and difficult to talk to?

CV

Ante is a communication expert who turns shy people into confident communicators and successful salespeople. In addition to developing his clients' communication skills in Croatian and English, he also motivates them to use their maximum potential. As he says himself, his mission is simple -- to teach people how to be effective at communicating and improve their social skills. As we all know, the ability to cultivate interpersonal relationships is of great importance for a successful business. Ante Mihaljević graduated from the Faculty of Philosophy in Split and obtained a master's degree in Croatian and English language and literature, but he devoted his entire professional career to additional training. He worked hard to obtain various certificates from successful institutions such as the Oxford Business English Trainer, Fierce Trainer and Sandler Bronze Certificate. He also holds the NLP Practitioner certificate and is currently working on obtaining the NLP Mastery certificate. Thanks to over 20,000 hours of training and education he has established long-term cooperation with respectable institutions, including the Croatian Chamber of Economy (HGK), the Croatian Association of Employers (HUP), Bio Centar Zagreb, Exporters Association, Enter Koprivnica, Dubrovnik Development Agency DURA, Development Agency Sjever - DAN, and his portfolio of clients is filled with names such as Jamnica, Orbico, Jysk, Dekra, prostoria, Whiteshark, GLS and many other satisfied clients.



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OUR PANELISTS

Vesna Rendulić, Operations Director and Board Member at Orbico d.o.o. Zagreb (Croatia)

Orbico Hrvatska is part of the Orbico Group, the leading distributor in Europe. Orbico operates in 24 countries and represents global brands of the world's largest manufacturers, in the categories FMCG, Beauty, Style, Salon Professional and Tourism. It employs 7,500 employees who generate sales of over 3.5 billion euro. Orbico Hrvatska is a parent company, one of the oldest and most complex within the Group, with more than 1,100 employees and an operating operating income of more than 540 million euro. The most significant Orbico distribution partners in Croatia are Philip Morris, P&G, SCJ, Shell, Lavazza, Kellogg, JDE, Bolton, Mattel, Heinz, Manner, Red Bull and many others. Orbico has also been recognised as a reliable and quality 3PL provider on the Croatian market.

Ms Rendulić is experienced professional in FMCG industry with the strong background in Supply Chain, Logistics, Master Data Management, Finance and Controlling, Business processes, BI, Project management and ERP implementation projects. As Operations Director and Board Member since 2019, she is responsible for all non-sales functions and approximately 400 employees of the Orbico operational company in Croatia.

Before her current position she worked for 3 years for Orbico Group as a Business Process Manager and SAP key user for Controlling area, leading the team responsible for definition and standardization of business processes with focus on ERP systems (MS Dynamics NAV and SAP environment). Prior to that, she was Controller and Controlling manager for Orbico Group, working on development and implementation of BI Platform IBM Cognos/TM1, definition of standard set of measures and reports in Finance/Sales and Inventory area, implementation mapping procedures of local master data towards Group DWH and Master Data Classifications. She was also responsible for the introduction of Controlling dimensions and local Cost model reports on TM1 platform for companies using MS Dynamics NAV system.

Marina Marjanović, CEO Namještaj Mima (Croatia)

Marina Marjanović, CEO of Namještaj Mima d.o.o. (Croatia)

Marina has a master's degree in entrepreneurship but specializes in managing people and complex systems. Her biggest passion is crisis management and development of people. She is a versatile person who easily finds common ground and understanding with different people coming from different professions. She has ambitious goals and likes to encourage herself and her team to develop and achieve top results.



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She started her career in Namještaj Mima 23 years ago as a furniture saleswoman. She moved on to become a procurement manager and then a business manager, which gave her a broad picture of the business. Today she is an executive director and a member of the Management Board. She likes challenges, pushing the envelope in the market and questioning her own business practice. Her strong points are managing people and knowing work processes inside and out, knowledge that she gained by growing and developing alongside the company.

In entrepreneurship, she especially enjoys helping people develop beyond the limits of their capabilities and teaching them that the limits are only in their head. She wants to be an example to others and show them the importance of pursuing one's life dream and never giving up, the goal being to create a better world and society. She spends her free time with her husband and two children or learning foreign languages.

Namještaj Mima is a wholly Croatian-owned company that has been operating in the furniture industry for more than 30 years. It was founded in 1991 in Pula, and today has over 200 employees, more than 33,000 m² of superbly equipped exhibition space in ten salons at ten locations as well as its own modern production. At Namještaj Mima, the customer is always at the centre and their needs are carefully listened to as the company believes that people buy furniture with the goal of improving the quality of their everyday life. Namještaj Mima believes in respecting, developing and rewarding employees. It supports local initiatives, projects, organisations and institutions with which they share the same values and the goal of making community life better and sustainable.

Petar Thür, CEO Zagrebačke pekarnе Klara d.d. (Croatia)

Following my studies of philosophy and religious culture at the Faculty of Philosophy of the Society of Jesus in Zagreb in cooperation with the Pontifical Gregorian University of Rome, I briefly headed the Croatian branch of an international NGO that promoted leadership and the development of ethics in business. After that, I joined an international (US-Swiss-English) investment fund as Chairman of the Board for Croatia and the SEE region. The focus of investments was on large real estate, financial and innovative technology projects. I held this and related positions in the fund for almost 15 years. After successfully completing and selling the entire investment portfolio, I moved on to the food sector as Managing Director of Zagrebačke pekarnе Klara d.d. and have been occupying that post for the sixth consecutive year.

Zagrebačke pekarnе Klara d.d. (ZP Klara d.d.) is a company that has a centuries-old tradition of industrial production of bakery products and is one of the market leaders in the industry. The company's central production facility in Zagreb has a daily output of over 150 000 bakery products.



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These are distributed daily at more than 2000 points of sale throughout Croatia and at numerous locations in the region as well as export locations around the world. Business development is focused on investing in automation and new technologies in order to keep up with modern market trends, increase product quality and employee satisfaction and rationalize costs and time. KLARA Group to which we belong also includes our affiliated companies which include Prehrana d.d., Mlin i Pekare d.d. Sisak and Papuk Našice d.d. We can proudly say that we are a 100% Croatian-owned group.

MATE KNEZOVIC – Chief Operating Officer at AGRIVI (Croatia)

Mate Knezovic is an impact entrepreneur and serves as a COO at AGRIVI. Mate joined AGRIVI as an early key employee with a vision to change how food is produced and positively impact over a billion lives. Today, AGRIVI helps Fortune 500 companies across the globe to make nutritious, healthy, and sustainably grown food by digitalizing their crop production and agriculture supply chains.

AGRIVI's award-winning digital agriculture products focus on solving real-life challenges and everyday processes in the agriculture and the food industry. The company is recognized by Financial Times as one of the TOP 1000 fastest-growing European companies. Recently, AGRIVI has won the Food and Agriculture Organization of the United Nations (FAO) award for Innovation in Agriculture.

In addition to managing global operations at AGRIVI, Mate serves as a President of Supervisory Board at two family-owned factories employing over 1,000 people and as a Chair of the Family Trust focusing on the wealth and asset management strategy.

As a part of his social responsibility activities, Mate participates as a speaker, panellist and mentor at conferences, events and universities by promoting entrepreneurship, start-up ecosystems, sustainability, and digitalization of food and agriculture industries.

In 2018, Mate was named one of the “30 under 30” managers by VIDI magazine.

LinkedIn profile: <https://www.linkedin.com/in/mateknezovic/>