



SSF Global

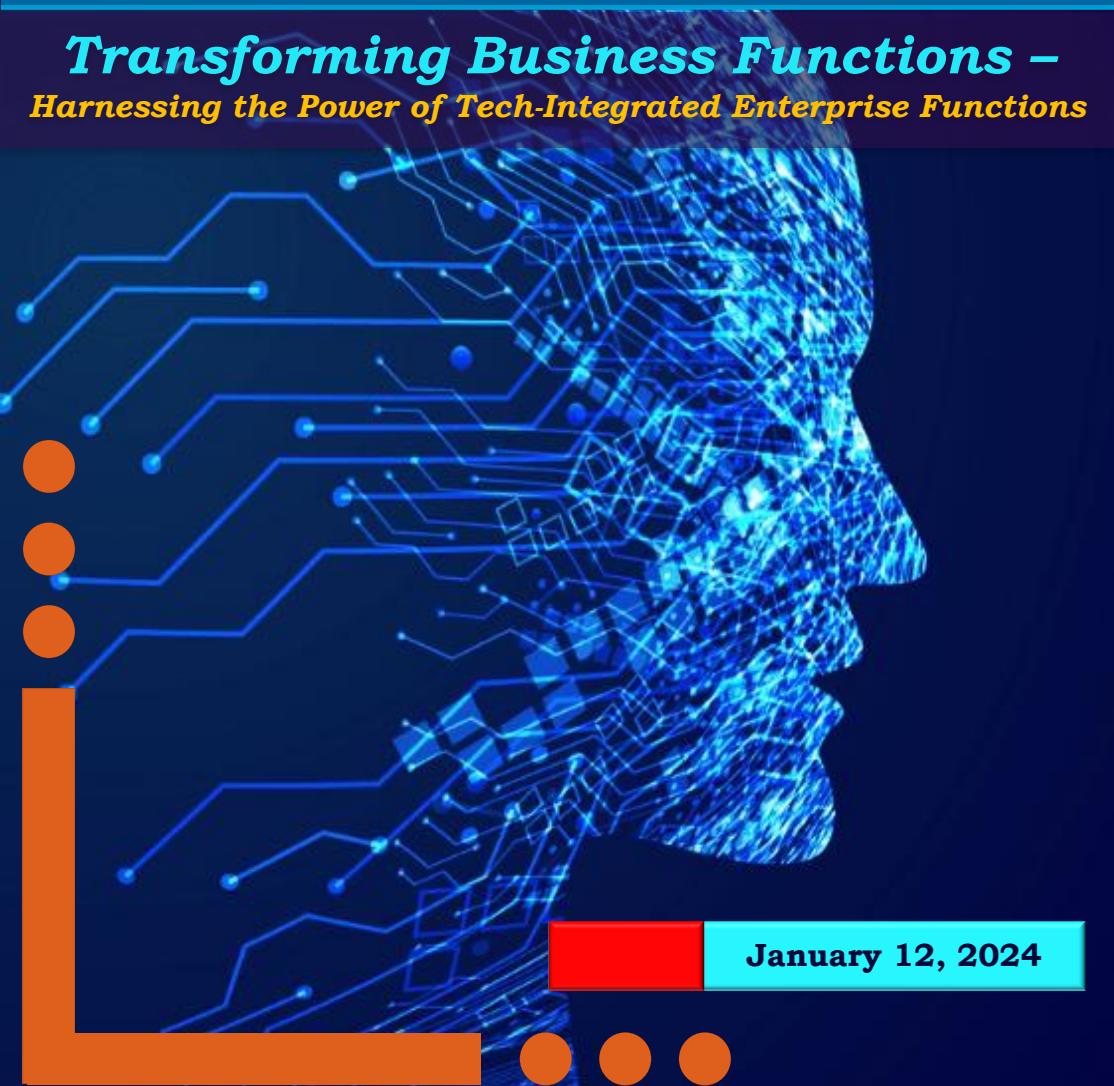
A Global Association of
Enterprise Functions,
Technology & GCC Leaders

Presents

LEADERSHIP INTERACTION – EUROPE

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***Transforming Business Functions –
Harnessing the Power of Tech-Integrated Enterprise Functions***



January 12, 2024

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Transforming Business Functions – Harnessing the Power of Tech-Integrated Enterprise Functions

12th January 2024

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Transforming Business Functions – Harnessing The Power of Tech-Integrated Enterprise Functions

In the dynamic landscape of modern business, the imperative to evolve is incessant, and at the heart of this evolution lies the transformative power of integrating cutting-edge tech & tools into enterprise functions, to streamline operations, enhance efficiency, and add value to business. Tech-integrated enterprise functions not only drive operational efficiency but also act as a catalyst for strategic decision-making. Real-time data analytics enables businesses to glean actionable insights, empowering leaders to make informed choices that resonate with market dynamics. As organizations embrace digital transformation, the agility afforded by these integrated functions becomes a cornerstone for navigating an ever-evolving business landscape.

The journey towards transforming business services begins with harnessing the power of technology. From artificial intelligence and machine learning to data analytics and automation, businesses are integrating these technologies seamlessly into their enterprise functions, transcending traditional boundaries and unlocking unprecedented potential. This paradigm shift extends across diverse domains, encompassing finance, human resources, supply chain management, and customer relations.

Furthermore, the synergy between technology and enterprise functions is not merely transactional; it's a holistic approach to business optimization, and to position themselves as innovators, disruptors, and leaders in their respective industries. The convergence of technologies enables the creation of intelligent systems that adapt, learn, and proactively contribute to achieving organizational objectives. From enhancing customer experiences to optimizing supply chain logistics, the transformative impact of technology is omnipresent in reshaping the way business functions operate.

This leadership panel is all set to deep dive into the nuances of tech integration in enterprise functions providing the following key takeaways:

- *Tech Integration in Enterprise Functions – What it means and associated benefits*
- *Sharing Case Studies and Success Stories*
- *Navigating Common Challenges in Transformation*
- *Creating a Tech-Integrated Culture*
- *Sharing insights on Future Trends and Considerations*

Program Schedul

Time	Session	Speakers
1115 - 1125 Hours CET	Login Time	
1125 - 1130 Hours CET	Introductory Session	- Rakesh Sinha
1130 - 1230 Hours CET	<p>Leadership Perspectives</p> <p>Transforming Business Functions</p> <p>Harnessing The Power of Tech-Integrated Enterprise Functions</p>	<ul style="list-style-type: none"> - Dr Sanjeev Rastogi - Dr Oliver Wolff - Pablo de Ayala - Serge De Vos - Urs-Ulrich Katzenstein <p><i>Moderated by:</i> Rakesh Sinha</p>
1230 - 1235 Hours CET	Concluding Remarks & Vote of Thanks	- Rakesh Sinha

Key Invited Speakers

- 1 Rakesh Sinha**
Founder & CEO, Quintes Global; Co-Founder, **SSF Global**
- 2 Dr Sanjeev Rastogi**
Partner & CEC Head, **Deloitte India**
- 3 Pablo de Ayala**
Global CIO, **Avolta**
- 4 Dr Oliver Wolff**
Senior Advisor, **Genpact**
- 5 Serge De Vos**
Vice President – Global Business Services, **KraftHeinz**
- 6 Urs-Ulrich Katzenstein**
Head – Business Development Continental Europe, **Quintes Global**

Rakesh Sinha
Co-Founder, SSF Global
Founder & Chief Executive Officer, Quintes Global



Rakesh is a seasoned professional with a remarkable entrepreneurial journey spanning over two decades in Advisory & Management Consulting, Tech-integrated Business Services, Business Process Transformation space. He stands out as a global leader, armed with an IT degree and business management skills from IIM Calcutta, as well as certified as an Authorized Evaluator

by ITsqc of Carnegie Mellon University, USA for eSCM, and a certified 'Program Coach' from Canada.

Recognized as a 'Pioneer,' 'Thought Leader,' and 'Transformation Guru' by leading media houses, Rakesh has been honoured with the prestigious recognition by AsiaOne 2 years in a row – '**Asia's Greatest Leaders 2023 - ASIA-AMERICAS AFRICA**' and '**Asia's Greatest Leaders 2021-22**' (by AsiaOne & URS Media and Process Reviewers PricewaterhouseCoopers PL). He has been recognized as the 'Top 30 Influential Young Entrepreneurs of 2016' and 'India's Greatest Leaders 2017-18 – Pride of the Nation.' His achievements include being honored as the 'Most Promising Business Leader in Asia 2021-22' by Economic Times, Times Group. Rakesh has been featured in ET Now at the Economic Times CEO Conclave 2021. He was one of the youngest to be invited as Member Management Council at DMA.

As the Executive Director & CEO at RvaluE Group, he has played a pivotal role in setting up/growing 17+ India & Global Shared Service Centers and 140+ Transformational engagements, delivering a business impact exceeding US\$400mn. In 2019, Rakesh co-founded Quintes Global (QG), recognized as India's Fastest Growing Brand 2021-22 and a certified 'Great Place to work' organization.

A visionary, Rakesh is actively involved in mentoring young leaders, contributing to social projects, and sharing his insights at prestigious institutions like IIMs, IMT, and forums like CFO India and ET Insights. With an extensive background in industry trends, business transformation, and leadership, Rakesh continues to shape the future of enterprise functions, emphasizing a tech-integrated transformation model for sustainable growth.

Dr Sanjeev Rastogi
Partner & Head – Capability Enhancement Centre [CEC]
Deloitte India



Sanjeev possesses over 27 years of extensive experience in setting up and managing large operations in the shared services and business process outsourcing (BPO) industries, in the areas of finance, insurance and procurement. He is currently a Partner with Deloitte India and heads the company's Capability Enhancement Centre [CEC].

In his previous role, he was the Managing Director of Syngenta Services and prior to Syngenta, he was the Operations Director at Metro GBS and had also led the controllership function for Hewlett Packard (HP). He has also held senior leadership roles at Xerox, Accenture, Standard Chartered Bank, and American Express.

Sanjeev believes that desire, dedication and discipline are essential for success and as a leader you should always 'walk the talk' and treat everyone the way you wish to be treated.

He holds a Bachelor of Commerce (Honours) degree from Delhi University, and has recently completed his Doctorate (PHD) from Bharathiar University. He is also a Chartered Accountant, Cost Accountant and Company Secretary.

He has also attended various short-term courses at prestigious universities across the globe, including the likes of Insead, IMD and Temple university in Japan.

He is well connected within various industry forums like SSF Global, NASSCOM, IMA, CII, etc. and is a regular speaker at forums hosted by these bodies. He also conducts guest lectures at leading education institutes.

Pablo de Ayala
Global CIO
Avolta



Pablo is a well-established executive with a dynamic career spanning over two decades, primarily focusing on business and technology transformations in various sectors such as banking, consulting, and retail.

As the Global CIO of Avolta, he has been pivotal in managing a substantial global network of shops and restaurants.

Pablo's expertise is vast, covering areas like digital transformation, technology strategy, business development, and innovation management.

He is particularly proficient in artificial intelligence, having recently implemented AI initiatives in his organization to enhance operational efficiency. Holding an Executive MBA from ESSEC & Mannheim Business School and a Master's in Computer Science from Universidad de A Coruña, his educational background complements his professional achievements, especially in AI.

Dr Oliver Wolff
Senior Advisor
Genpact



Oliver acts as Senior Advisor to companies following-up on his role as Global Director in METRO GROUP and CEO of METRO SERVICES, its BPO organisation.

Since 2010 he has implemented a strong self-learning organization with four hubs in Germany, India, Poland and Russia to centralise administrative functions such as accounting, reporting, buying and several others across 20+ countries within METRO GROUP world-wide.

Previously he held the position as Group CFO of CWS-Boco International with presence in 18 countries.

Before that he had been working within METRO GROUP in senior finance roles, including investor relations as well as in restructuring the entire finance organisation across the Group.

Oliver started his career at PriceWaterhouseCoopers in Hamburg and New York.

He holds a degree in Business Administration and a doctorate in Economic Sciences from studies in Germany, Switzerland, France and Singapore.

He loves cooking and plays golf with enormous room for improvement.

Serge De Vos
Vice President – Global Business Services
KraftHeinz



Serge has grown through a non-traditional career, spanning multiple functions and countries. He held leadership roles in B2B Sales and IT Operations management with a Tech Service provider. Then moved into CPG to lead Logistics and Supply Chain and finally GBS.

He is passionate about operational excellence, talent management and driving turnarounds.

Through his motto ' Create Your Legacy" he inspires his teams to learn, grow and deliver unseen results in every role they take.

He is most proud of his recognition as a Top 100 Great people manager by Forbes India in 2021.

He is married, has 3 kids and tries to stay fit doing Triathlon.

Urs-Ulrich Katzenstein
Head of Business Development & Transformation
– Continental Europe, Quintes Global



Urs-Ulrich Katzenstein is a seasoned business leader with over 3 decades of international experience and about 20 years in global leadership/ management roles, including a pivotal role as the Managing Director of Metro Global Business Services where he led a team of 700 colleagues, achieved over 40% growth in 2.5 years, fostered leadership talents for succession planning, demonstrated mastery in automation, digitalization, and robotics, leading to increased efficiency by 25%.

He has led large digital transformation and strategic initiatives like group-wide migration to SAP HANA.

Over his long career, he had worked with some marquee companies across the globe like Bell Food Group AG, Metro AG and before joining Quintes Global, he co-founded Gallery Katzenstein a company that Promoted contemporary Chinese Artists to Europe. He brings comprehensive knowledge in areas ranging from large scale Transformation & Change Management, Governance & effective Program Mgmt., Offshoring & Shared Services, Digital Strategy & IT to Internal Audit, paired with a visionary approach & passion for innovation.“

He is skilled at developing new approaches and building highly motivated teams, he is used to working in a multicultural environment with professional experience in different countries and with people from different backgrounds. He values teamwork, combined with an entrepreneurial spirit as well as to reach goals with a positive attitude.

Urs is based out of Basel, Switzerland, and has recently joined Quintes Global as a Senior Advisor and Head – Business Development & Transformation – Continental Europe.

A Cross-section of Past SSF Global Conferences

SSF conferences garner participation from business services practitioners and industry leaders as speakers & delegates, cutting across functions, domains and sectors, every year from: Multinational Corporations; Shared Services Centers – GBS/ GIC/ GCC; India Shared Services Centers; India Corporates; Public Sector Companies; and Services Provider Organizations.



About SSF Global

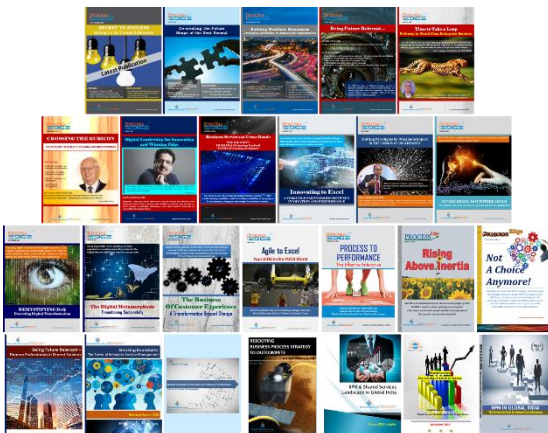
SSF Global is a pioneering, interactive platform of Business Process Practitioners & Experts, and Industry Veterans with a vision to create and disseminate knowledge for excellence in Business services, IT & Business Process Management (BPM).

We ideate and synthesize ‘best in context’ practices for successful transformation of business process in the corporate world. SSF began its journey in 2011 for the purpose of sharing of knowledge which was resident with a few leaders of the shared services and outsourcing industry. Over the years, SSF has grown from strength to strength and has built a strong network of thought leaders, experts, and change agents across all functions and several domains. In short, SSF’s mission is:

- To spread awareness of Value-Delivering Strategies for effective transformation of business processes
- To establish Winning Practices that result from exchange of knowledge
- To acknowledge, award and showcase Organizational Achievements & Professional Excellence
- To build a strong network of thought leaders, experts, practitioners and change agents

Knowledge Dissemination Tools & Activities so far...

21	Pioneering Leaders & BPM Achievers Felicitated
95	Organizations Awarded/ Recognized
350+	Speakers Shared their Expertise/ Experience
500+	Case Studies Presented
30+	SSF Publications
10	Pioneering & Exclusive Research & Survey Reports
25+	Capability Frameworks for Business Impact/ Value
12	Annual Conclave events
30+	Summits & Leadership Interaction Events across India



SSF also disseminates knowledge through various publications, to share industry insights, best practices, shared services journeys, case stories on BPM adoption shared for enabling enhanced business outcomes. These knowledge & thought leadership articles and papers are reference points for pioneering thoughts in business services space and for BPM implementation in Global India. You can Publish your Thought Leadership in the SSF Journal – **Process Edge**.

Our Partners

Knowledge Partner

RvaluE Group



RvaluE Group is the Knowledge Partner for SSF's Annual Global Business Services Conclave. SSF leverages the immense global and India Business Services experience of RvaluE Group in multiple domains, across many functions and in all areas of Operations, Technology & Transformation services and solutions to make Captive Centres into Capability Centres.

The Founders, Leaders and Members are well recognized in the industry as Thought Leaders in BPM & Shared Services space for their pioneering research expertise, creating frameworks, business delivery and solution models. The Knowledge Partner brings immense expertise to identify and bring focus and deliberations on current topics, futuristic themes, emerging and new technologies, continuously updating process/ industry benchmarks, best and next practices and evolving proprietary frameworks and models. This thought leadership enables the global and local Captive Centres from being Cost Centres to transform into Value Centres.

Co-Sponsor

Quintes Global



Quintes Global (QG) is a venture of few pioneering leaders who have led the Business Process Management value story of India since mid 1990s, starting with American Express. The Company was established to provide transformation centric business process solutions under the Dedicated Captive (D-Cap™) model, with the objective of 'co-creating value'. QG draws upon the rich business services experience of the Founders in respect of setting up, managing and handing over Captive Shared Services across a spectrum of support functions and industry verticals and wide variety of business process transformation and automation assignments serving some of the marquee global and Indian companies. We are also pioneers in a way to spread the power and value of Captive Shared Services within India across manufacturing and services sectors, by creating the contextual business case through talent and skill arbitrage. In that way, we are a unique organization that can combine the expertise for India Domestic as well as Offshore Centre operations.

D-Cap™ Model, hence, is evolved out of the immense captive experience gained from similar such operations & expertise/ capabilities over the last 25 years. We have the vision to achieve significant growth of the organization, thereby providing relevant growth potential to the Client, Team, Partners and all other stakeholders.

Visit us at quintesglobal.com

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