

A scenic photograph of a rugged coastline. In the foreground, a wooden boardwalk made of weathered planks leads from the bottom left towards the center. To the right of the boardwalk is a steep, rocky cliffside. In the background, the ocean stretches to the horizon under a cloudy sky. The text is overlaid on a semi-transparent dark grey band across the middle of the image.

FP&A Empowerment Survey

An Evolution in Technology & Trends

Critical Need

The role of the CFO is changing: It's moving away from compliance and optimization, towards a more strategic; customer facing disruptive role.

How is technology empowering Finance teams?

The FP&A Empowerment Survey Explores & Details:

- How companies are taking advantage of or lagging relative to **Technology**
- The **relative maturity of their analytics** solutions
- How much time is spent on **Business Partnering**
- The effectiveness and efficiency their **Planning & Forecasting Processes**
- Internal perceptions relative to the **strategic value offered by FP&A**

2018 Survey is Live

An in-depth survey that reaches the **FP&A leaders on the frontline of this Finance evolution.**

Our survey authors have an unparalleled network of senior level Finance and FP&A professionals which spans a diverse set of industries across mid-market and enterprise-size companies.

Our powerful network engagement includes:

- Engagement via industry leading conferences, seminars and webinars.
- Engagement via the largest and most relevant LinkedIn Groups.
- Engagement via blogs and posts.
- Targeted e-mail engagement campaigns.

[Click to view the 2018 survey](#)

2017 Results

The 2017 FP&A Empowerment Survey results, which include the experiences of **311 FP&A leaders from across the globe**, offer seven insights that help define the evolution of FP&A.

ROI to our 2017 exclusive survey sponsor included the following:

- Contact information from over **700 FP&A Finance leaders from 2 webinars.**
- Contact information from over **150 FP&A Finance leaders who took the survey.**
- Leads generated from original blogs featuring the survey results.
- Leads generated from the Executive Summary.
- Leads generated from the Full Survey Report.
- Brand exposure to well over 1 million FP&A and Finance leaders.
- Alignment with the brands of three renowned FP&A thought leaders.
- Access to an interactive survey reporting tool to engage FP&A & Finance leaders.

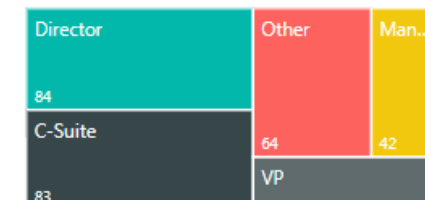
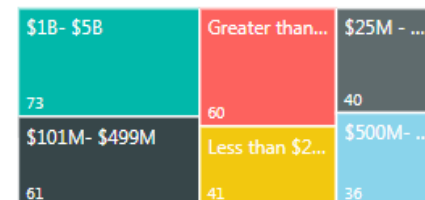
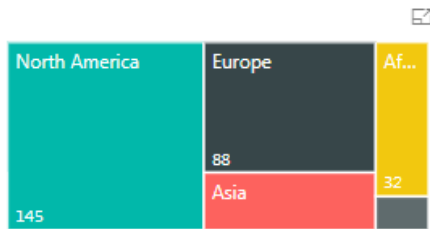
2017 Results – Interactive Survey

Industry first interactive Survey Results:

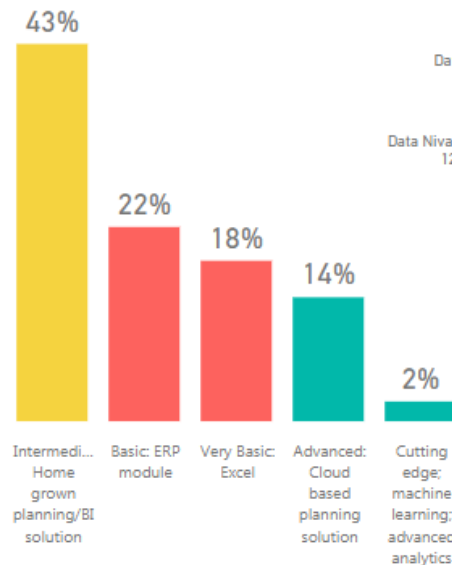
<http://bit.ly/FPASurvey2017>

Total: 311

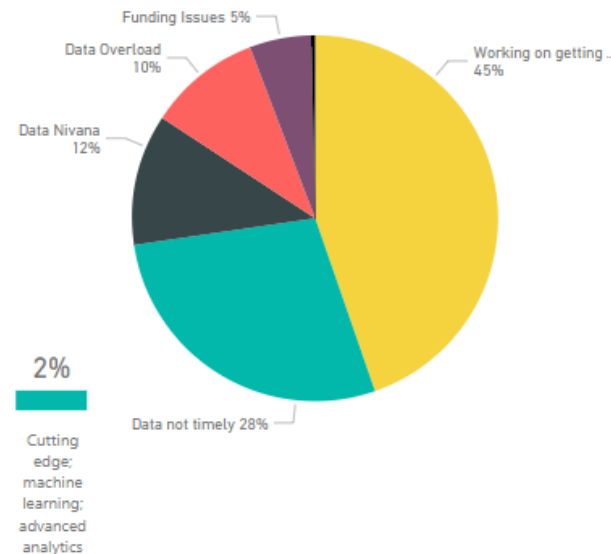
Region	Industry	Company Size	Title
All	All	All	All



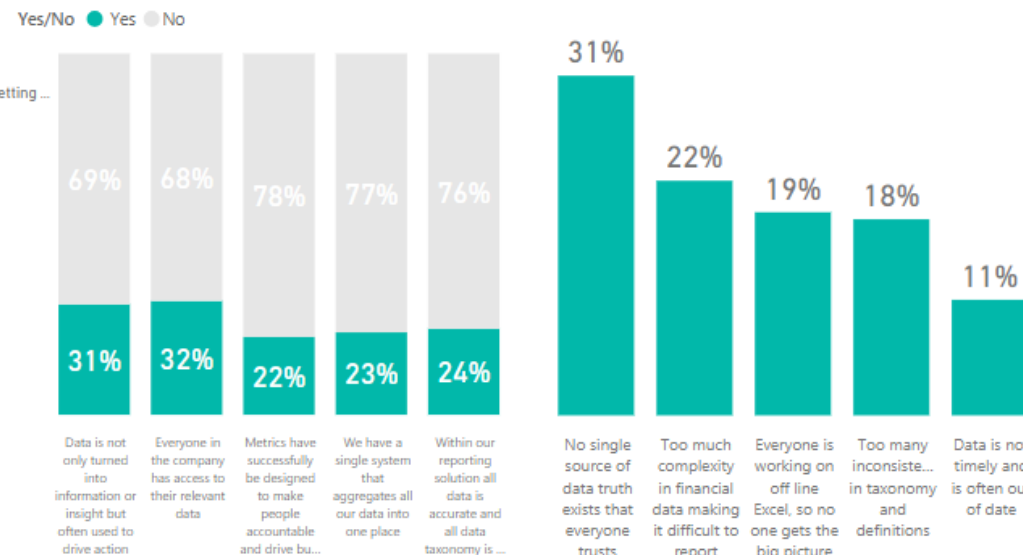
How Modern is FP&A Analytics



Data Availability



Data Maturity and Most Challenging Analytics Issues



Thought Leaders



Ernie Humphrey – 360 Thought Leadership



Ernie Humphrey, CTP
CEO & Founder



Ernie is a proven strategy and financial professional with 20+ years of experience. He has diverse industry knowledge as a seasoned corporate finance practitioner, the former Director, Content & Thought Leadership Programs for The CFO Alliance, a leader at the largest association for financial professionals (the Association for Financial Professionals (AFP)), and as a driving force behind the development of what was the largest online community for senior level financial professionals (Proformative.com).

Ernie has designed and authored several survey reports including, but not limited to, the 2017 CFO Alliance CFO Sentiment Study, the 2016/2017 Mid-Market Executive Compensation Survey and the 2017 Centage CFO Survey.

Larysa Melnychuk – FP&A Trends



Larysa Melnychuk
CEO & Founder

Larysa Melnychuk is a founder and managing director of FP&A Trends Group. FP&A Trends Group helps companies to realize their innovative FP&A potential through training, consulting, professionals networking and debating.

She has over 17 years' experience in FP&A and have held senior FP&A positions at Invensys plc, Ace Group, Key Bank and HSBC Bank before setting up and running the London FP&A Club in 2013 and driving its expansion into 14 countries in Europe, the Middle East, Asia, Australia and North America.

In her career Larysa has implemented a number of innovative FP&A projects including the introduction of survival analysis techniques into the FP&A model; the development of risk-adjusted profitability concepts; implementation of FP&A systems and BI projects and managing FP&A restructuring and transformation projects.



James Myers– FP&A Strategy Consulting



James Myers
CEO & Founder



James is the founder and CEO of FP&A Strategy Consulting LLC, a company focused on Accelerating Finance Transformation. James is a thought leader in FP&A and has presented at various Finance summits, including FP&A for High-Tech Summit; The CFO Forum; Finance Forecasting, Analytics and Transformations Summit and was recently the key note speaker at the FP&A and Big Data Summit.

James has held various finance and operations leadership roles in multinationals such as Dell and Nokia and has clients such as Hewlett Packard Enterprise. James holds advanced degrees in finance and accounting; is a qualified Chartered Accountant (SA). In his spare time he is also a Co-Program lead for the Silicon Valley Startup Leadership Program and runs the Silicon Valley Power BI User Group.