



FP&A Transformation Survey

Delivering Strategic Value in the Digital Age

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 are FP&A teams delivering strategic value in today's world?

The FP&A Transformation Survey Explores & Details:

- How companies are delivering **value** from FP&A
- How companies are taking advantage of **technology**
- The role of **business partnering**
- **Lessons learned** from FP&A transformation journeys
- How companies are measuring and communicating the value of FP&A to CxOs

Our Survey Prowess: 2017 FP&A Survey Results

The 2017 FP&A Empowerment Survey results 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.

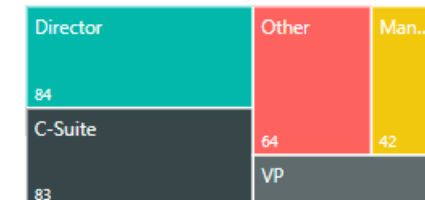
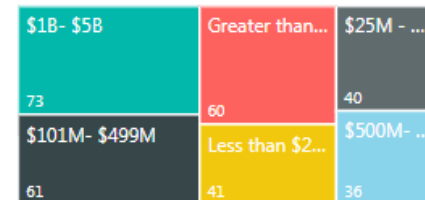
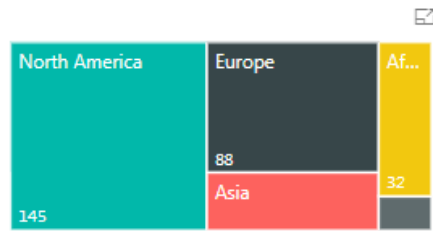
2017 FP&A Survey Results – Interactive Survey

Industry first interactive Survey Results:

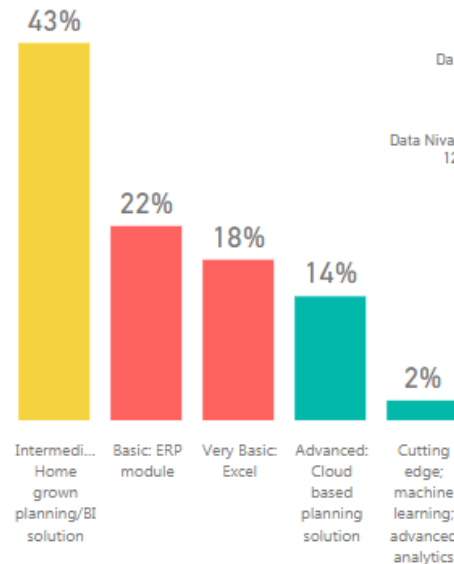
<http://bit.ly/FPASurvey2017>

Total: 311

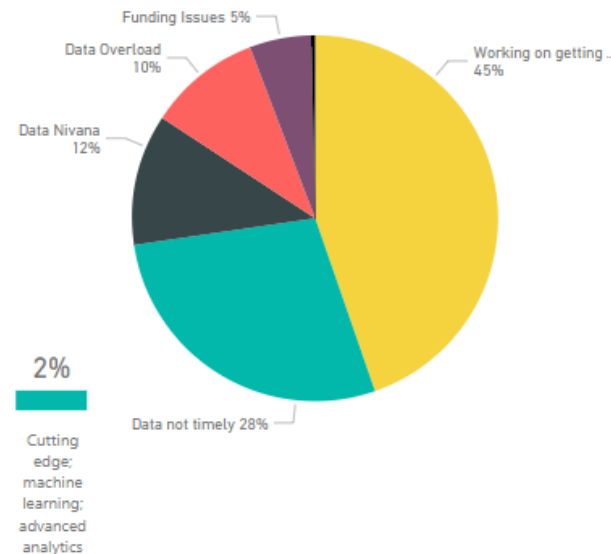
Region: All | Industry: All | Company Size: All | Title: All



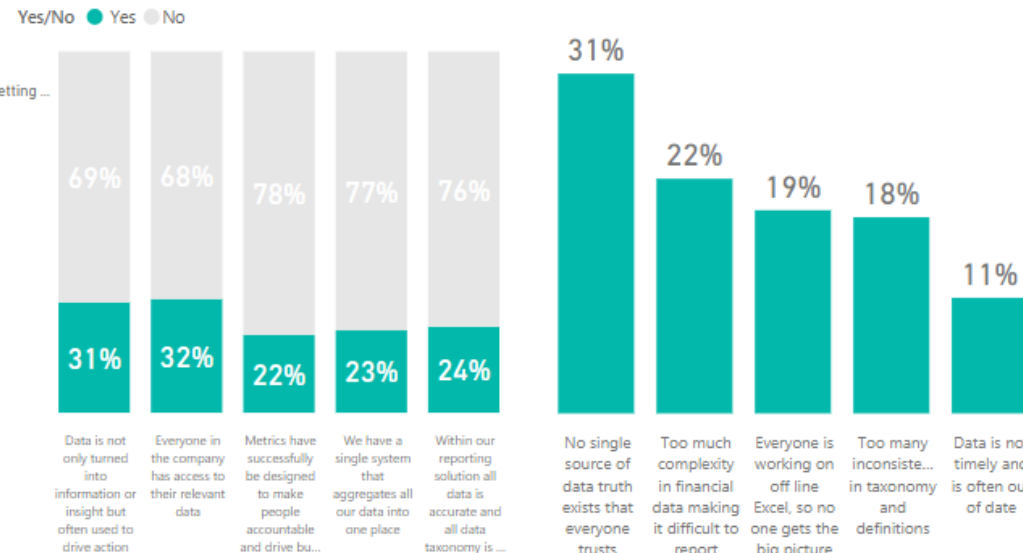
How Modern is FP&A Analytics



Data Availability



Data Maturity and Most Challenging Analytics Issues



Thought Leaders



Best Practice in Financial Planning and Analysis



Best Practice in Financial Planning and Analysis

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 is a global UK-based company that helps organisations to realize their innovative Financial Planning & Analysis potential through education, advisory services and developing global professional communities.

Larysa is also a founder of International FP&A Board. It is a high-profile and truly global professional think-tank for senior finance professionals (at CFO and Finance Director levels). FP&A Board chapters have successfully been established in 21 cities of 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.