

# EVOLUTION17

**Future-Proofing Your Organization  
in an Uncertain World**



# **Finance Transformation Strategies to Scale for the Future**

Opportunity



# Today's Speaker

**Ryan Prindiville**  
**Director of Strategy & Transformation**  
**@ Armanino LLP**

- Specializes in providing management consulting, assessments, and roadmaps for growing businesses
- 20 years of multi-functional experience including strategy, technology, product commercialization, innovation, operations, solution delivery, process improvement, and management consulting roles



# Today's Speakers

## **Brian Kinion**

### **Audit Committee Chair, Board of Directors, Marin Software & Former CFO, Marketo**

- More than 25 years of leading finance in public and private companies during periods of rapid growth and cash constraints, including 3 IPOs.
- Thought leader in leveraging technology/systems and process to effect change and scaling organizations during periods of high growth.
- Past responsibilities included global financial reporting and compliance, financial planning and analysis, investor relations, and driving continuous process and system improvements to support the company's growing operations.



# Today's Speakers

## **Michael Shultz** **Former Manager of Financial Reporting**

- Nearly 20 years of accounting experience in auditing (Big 4), consulting, and financial reporting management to guide companies on their path to Modern Finance.
- Focus on the modernization of the finance function and the “new” accounting profession – as the finance organization is increasingly being asked to do more but without the headcount to match.
- Understands the need to have existing technologies work with new technologies to automate mundane tasks and create new exceptional accounting teams



# Priorities: Yesterday vs. Tomorrow

## Yesterday:

1. Efficient Accounting Operations
2. Accurate Financial Statements
3. Enforce Strong Controls
4. Clean Audit

## Tomorrow:

1. Catalyst for change and strategic advisor to the business
2. Strong business partnership
3. Data-driven insights to support business decisions
4. Robotic Process Automation (RPA)
5. Process improvement

# Trends

- Transformation: Real or just talk?
- Factors driving the change for CFOs?
- How is this materializing on the ground?



# Putting it Together

- Key actions to do today to drive finance transformation rather than be driven
- Specific recommendations to be proactive rather than reactive





# Key Takeaways

- Be proactive. Don't wait for an approved budget. Have a long-term plan. But start NOW.
- Have a growth mindset and embrace change
- Use technology/systems and process to scale
- Engage with business and IT leaders, external partners to set up cadence to drive your journey aligned to priorities
- Transformation required to attract / retain best employees
- Transforming your team is the future but is also NOW



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