



# CEE CFO Community Talks

## Escalating Finance Innovations

7 December 2021, 9:30 - 12:00



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**Did you know that a shortage of skilled people, inadequate IT and increasing regulations can pose the biggest risks to a company's transformation projects?**

The PwC CEE CFO Insight Survey shows that in **2021 40% of CFOs were struggling most with people's motivation. Whereas in 2022, CFOs mostly believe automation will be their biggest challenge.**

Don't miss our online event. Explore **trends in the most popular finance transformation topics from our CEE CFO Insights Survey** – conducted in cooperation with ACCA.

We'll bring you valuable insights on the role of CFOs and finance teams in a company's strategy delivery and automation, as well as the standardisation of the finance team agenda.

Our exclusive speakers from leading CEE companies will share their perspective on how to improve processes, make the most of technologies and increase company efficiency through team upskilling.

**Join our community talks on the transformation of today's world of finance with:**

**Vladek Šlezinger, VP, CEO at Atos IT Solutions and Services, Czech Republic**, will introduce the global IT trends.

**Clive Webb, Senior Insights Manager, CFO Agenda Global Leader ACCA**, will talk about the skills finance teams need in the 22nd century.

**Joga Singh, Global leader of Capital Markets, Accounting Advisory and Structuring Services PwC**, will share his CEE and Global perspective on Finance transformation.

**György Geiszl, Global Controller Diageo**, will share their success story in process automation.

Moreover we will talk about **finance innovations and megatrends** that are moving today's world of business.

**[REGISTER HERE](#)**

The event will be held in English. For more information feel free to contact Ms. Lenka Fišerová, [lenka.fiserova@pwc.com](mailto:lenka.fiserova@pwc.com).