



Plenary Session

- 9:00 **Registration & Networking**
- 9:30 **Opening and Welcome**
- 9:35 **Thought-Leadership Keynote**
Leading the 21st Century: What Are the New Imperatives of the C-Suite?
Jushua Budd, Associate Vice President CEMA, IDC
- 10:00 **Oracle Keynote**
The Business Applications Revolution
Cesare Capobianco, Vice President – Business Applications Central Eastern Europe, Oracle
Loukas Deligiannakis, Solution Consulting Director CEE & CAT, Oracle
- 10:20 **How to Start your Business Transformation in the Cloud?**
Davide Rubini, ERP Oracle Domain Lead in ICEG, Accenture
- 10:35 **Live Q&A with Experts**
Are you a Modern Biz Whiz?
- 11:00 **Coffee Break**

TRACK 1 – Modern Enterprise (ERP)

Modern ERP Challenges

- 11:30 **Discover your journey to a digital business through Oracle Modern Enterprise Resource Planning**
Urban Jovanovic, ERPM Business Development & Strategy Leader, Central & East Europe, Oracle
- 11:55 **Challenges & trends of today's Finance professionals**
Andraia Stanciu, Head of South East Europe, Association of Chartered Certified Accountants (ACCA)
- 12:20 **Best practices in modern digital finance**
Dorina Badea, Managing Director, BPP Professional Education Romania
- 12:40 **Customer Success Panel**
Adrian Popa, Raiffeisen Bank Romania
Dr. Iosif Sentes, CEO, CFR Calatori
- 13:00 **Coffee Break**
- 13:10 **Driving Business Value Through Oracle Cloud Applications**
Ion Margaritescu, Managing Partner, Logika IT Solutions
- 13:30 **A Day in the life of a Finance Professional**
Selmyn Selim, Enterprise Resource Planning Senior Consultant, Oracle
- 13:50 **Modern Finance and beyond**
Tomislav Zrnc, Enterprise Resource Planning Senior Consultant, Oracle
- 14:10 **Enterprise Resource Planning Panel Discussion**
Andraia Stanciu, Dorina Badea, Selmyn Selim, Urban Jovanovic
- 14:30 **Lunch**

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TRACK 2 – Modern Customer Experience (CX)

Think Forward: Exceed Customer Expectations to Accelerate Success

- 11:30 **Customer Experience at the heart of your innovation strategy. Secret weapon to win the future.**
Aga Zarzycka, Customer Experience Business Development & Strategy Leader, Central & East Europe, Oracle
- 11:55 **Innovation for the experience economy**
Magda Ropotan, Innovation & Design Thinking Coach, Design Thinking Society
- 12:20 **Connecting Technology with Psychology: CX from the Consumer's Psychology Point of View**
Nansi Lungu, PHD University Lector, Cognitive Science Department
Titu Maiorescu, University & Behavior Analyst, Bitdefender
- 12:40 **From an unknown prospect to a loyal customer**
Cristina Petcu, Marketing Specialist, Ingenio Software
- 13:00 **Coffee Break**
- 13:10 **Advancing productivity using Oracle's Customer Experience Solutions**
Dimitris Cholevas, Sales Manager, Intrasoft International, East Europe, Malta & Cyprus
- 13:30 **Deliver the best of your brand**
Maria Tomescu, Marketing Solution Consultant, Europe, Middle East & Africa, Oracle
- 13:50 **Delight your customers with Service Cloud**
Costin Ditescu, Customer Experience Principal Sales Consultant, Central & East Europe, Oracle
- 14:10 **Customer Experience Panel Discussion**
Aga Zarzycka, Magda Ropotan, Nansi Lungu, Cristina Petcu, Dimitris Cholevas, Maria Tomescu, Costin Ditescu
- 14:30 **Lunch**

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TRACK 3 – Modern HR (HCM)

How to embrace Smart HR Technology to stay human?

- 11:30 **Enable innovation and growth with the Oracle Human Capital Management Cloud**
Monica Costea, Human Capital Management Senior Consultant, Oracle
- 11:55 **Challenges and talent management tactics that HR professionals can no longer ignore**
Roxana Mocanu, Founder & Director, HR Enterprise
- 12:20 **Modern Human Capital Management in Xerox**
Alina Zărnescu, HR Operations Leader, Eastern European Cluster, Xerox Romania
- 12:40 **Managing talents using digital technology**
Madalina Sava, Group Training & Development Manager, Agricover
- 13:00 **Coffee Break**
- 13:10 **Accelerate Your Digital Talent Management Transformation Today**
Theodor Dumbrava, Account Manager, Kapsch
- 13:30 **Simply Talent: Explore the world of modern Human Capital Management**
Monica Costea, Human Capital Management Senior Consultant, Oracle
Maria Hostiu, Human Capital Management Consultant, Oracle
- 14:10 **Human Capital Management Panel Discussion**
Roxana Mocanu, Alina Zărnescu, Madalina Sava, Ion Miirgrițescu, Monica Costea, Maria Hostiu
- 14:30 **Lunch**

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Please note, that program of the conference may be changed.