

Modern Business Forum

Romania, 28 Jan 2020



Agenda

9:00 – 9:30	Registration	
9:30 – 9:40	Welcome Simona Moldovan Sales Manager Oracle Digital Customer Experience Central & Eastern Europe and The Commonwealth of Independent States Oracle Panagiotis Pantazis Sales Director Romania, Bulgaria, Greece, Cyprus, and Malta Oracle	
9:40 – 10:10	How to turn change into opportunity with Oracle Cloud Apps Andres Garcia Vice President Sales Central Eastern Europe and Commonwealth of Independent States Oracle Swami Natarajan Strategy & Business Development Leader, Senior Director, Eastern Central Europe, Middle East, Africa Oracle	
10:10 – 10:40	Dimensions of the future enterprise Alina Georgescu Southeastern Europe Regional Director IDC	
10:40 – 11:00	Future Systems for the Future Enterprise Cristiano Zalambani Sales Director Oracle Business Group, Italy, Central-Eastern Europe and Greece Accenture	
11:00 – 11:30	Coffee Break	
11:30 – 11:50	Data Demystifying Customer Experience Unlock Customer Value with data unification, enrichment and Intelligence, and utilize it to delight the customer. Through the advanced AI and ML at your fingertips, it is much easier to do so. Fully understand your customer needs, who is your most valuable customer, increase share of wallet and find and attract look-a-likes. Muhamed Hadzic Customer Experience Business Development & Sales Strategy Leader Central Eastern Europe, Russia & Israel Oracle Dean Meredith Vice President SaaS Customer Success Europe, Middle East & Africa Oracle Iuliana Lupu Senior Solution Engineer, Southeastern Hub, Interactive Customer Experience Oracle	
11:50 – 12:30	Customer panel Moderator: Raluca Jianu Customer & Employee Experience Leader, Solution Engineering Europe, Middle-East and Africa & Japan, Asia, Pacific Oracle Andrei Popovici Chief Local Residential Sales & Customer Operations Officer Romania Telekom Dragos Ene Senior Digital IT Manager Southeastern Europe & Pannonia Avon Robert Nechifor Senior Marketing Automation Lead Europe, Middle East and Africa Hewlett Packard Enterprise Cosmin Buza Corporate Sales Manager Orange Nansi Lungu Behavioral Analyst & University Lecturer Universitatea Titu Maiorescu Under the Professional Support of:   Under the Scientific Supervision of:  Customer Panel Sponsor:  Panelists:    	
12:30 – 12:45	The New Personal Experience: data-driven, real-time, relevant Thanos Sabanis Business Solutions Manager Cognity	

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

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<p>12:45 – 13:05</p>	<p>The Human-Centric Organization in the Digital Age Imagine the day is coming soon and this technological step-change means HR will have a new challenge to take up: Changing the behaviors and culture that such change brings with it. From employee buy-in to skillsets to cultural values, HR's job is just getting started! Evelina Georsa Director Solution Engineering, Solution Engineering Hub – Human Capital Management Oracle Catalin Chitu Staff Solution Engineering, Solution Engineering Hub – Interactive Human Capital Management Oracle Filios Papastilianou Human Capital Management Business Development & Strategy Manager Oracle Philipp Wollner Senior Solution Consultant Oracle</p>
<p>13:05 – 13:50</p>	<p>Customer panel Moderator: Monica Costea Human Capital Management Manager Customer Success Europe Middle East and Africa Oracle Doru Dima, Ph.D. in Organizational Psychology Chief Executive Officer Romania Great People Inside Raluca Bontas Partner Deloitte Mihai Cepoi Founder & Chief Executive Officer Jobful</p> <p>Under the Professional Support of:</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Customer Panel Sponsor:</p>  <p>Panelists:</p> <div style="display: flex; justify-content: space-around;">   </div>
<p>13:50 – 15:00</p>	<p>Lunch</p>
<p>15:00 – 15:20</p> <p>15:20 – 16:00</p>	<p>Anatomy of Transformation In today's dynamic business environments, you need to improve business performance and drive operational excellence across the organization. You need to focus on automating low-value, manual tasks, so you can focus on the strategic initiatives that will move your business forward. You must leverage real-time data for predictive insights to improve your decision-making and performance management. Silvia Hutz Business Development Senior Director Oracle</p> <p>Customer panel Moderator: Andraia Stanciu Head of ACCA South Eastern Europe (The Association of Chartered Certified Accountants) Ovidiu Dimbean, PhD, Professor Rector Assebus Laurentiu Niculae Operations Manager AD Auto Total Andreea Toth Manager Reporting & Controlling Profi Rom Food Alexandru Dorobantu Senior Business Consultant Loxon Solutions Mircea Stefanescu Director, Directia Raportari Banca Transilvania</p> <p>Under the Professional Support of:</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Under the Scientific Supervision of:</p> <div style="display: flex; justify-content: space-around;">   </div> <p>Customer Panel Sponsor:</p>  <p>Panelists:</p> <div style="display: flex; justify-content: space-around;">    </div>
<p>16:00 – 16:15</p>	<p>Awards Ceremony</p>