

Modern Business Forum

Romania, 28 Jan 2020



Agenda

9:00 – 9:30	Registration	
9:30 – 9:40	Welcome Simona Moldovan Sales Manager Customer Experience Central & Eastern Europe and The Commonwealth of Independent States Oracle Digital Panagiotis Pantazis Sales Director Oracle Romania, Bulgaria, Greece, Cyprus, and Malta	
9:40 – 10:10	How to turn change into opportunity with Oracle Cloud Apps Andreas 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 Gregorescu 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 the Experience Economy: Unlocking your customers' value with data is the future of Customer Experience Muhammed Hadzic Customer Experience Business Development & Sales Strategy Leader Central Eastern Europe, Commonwealth of Independent States & 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 Oracle Europe, Middle-East and Africa & Japan, Asia Pacific 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 Cosmin Buza Corporate Sales Manager Orange Nansi Lungu Behavioral Analyst & University Lecturer Universitatea Titu Maiorescu	 
12:30 – 12:45	The New Personal Experience: data-driven, real-time, relevant Thanos Sabanis Business Solutions Manager Cognition	

Modern Business Forum

Romania, 28 Jan 2020



Agenda

12:45 – 13:05	<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!</p> <p>Evelina Georsa Director Solution Engineering, Solution Engineering Hub – Human Capital Management Oracle Romania Philipp Wollner Senior Solution Consultant Oracle</p>
13:05 – 13:50	<p>Customer panel Moderator: Monica Costea Human Capital Management Manager Customer Success Europe Middle East and Africa Oracle Romania</p> <p>Doru Dima, Ph.D. in Organizational Psychology Chief Executive Officer Great People Inside Romania Raluca Bontas Partner Deloitte Romania Mihai Cepoi Founder & Chief Executive Officer Jobful</p> <p>   </p>
13:50 – 15:00	<p>Lunch</p>
15:00 – 15:20	<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.</p> <p>Silvia Hutz Business Development Senior Director Oracle</p>
15:20 – 16:00	<p>Customer panel Moderator: Andrea Stanciu Head of ACCA South Eastern Europe (The Association of Chartered Certified Accountants)</p> <p>Ovidiu Dimbean, PhD, Professor Rector Assebus Laurentiu Niculae Operations Manager AD Auto Total Andreea Toth Manager Reporting & Controlling Profi Rom Food</p> <p> The global body for professional accountants</p>
16:00 – 16:15	<p>Awards Ceremony</p>