



## 2020 Q1 Newsletter, IMA Swiss Chapter

### Know your Chapter

Our current composition of the Board includes:

Hessel Brouwer	President
Indra Moeljadi	Director Finance and Treasury
Natalia Dell	Director Administration
Purnima Mishra	Director Strategic Development and Communications
Thijs Wijnands	Director Cooperation and Communications
Serge Rozat	Director Suisse Romande area
Patrick Ory	Director Cooperation and Communications
Marco Otti	Director Professional Education

### New Year Message from the Board

The New Year is here and we are looking forward to start sharing with you all new ideas, new energy, new leanings and, of course, new opportunities to develop or improve your expertise in constantly changing world of finance. One thing will remain the same – our commitment to IMA goals and objectives and our utmost to promote it with highest standards of professional excellence. We would like to thank you for supporting us all these years and really hoping to continue this journey together.

### Looking back ...

In all aspects the year 2019 became very special for IMA community dedicating 100th anniversary since the Institute foundation.

The year was even more special for our Swiss Chapter to mark its humble 10th jubilee - wonderful occasion to celebrate and reflect on its small milestone, while also looking to the future and think on how we can shape it.

Our strong focus on global trends to be interesting and relevant to finance and accounting professionals, new and increased collaborations with companies across different industries and prominent speakers invited – that is what made this year Chapter's events increasingly popular.

Constantly driven to think up new concepts and formats for events, we provided you with the variety of options to participate and keep up to the latest topics in finance, including full- and half- day events in different locations in Switzerland, newly introduced short lunch & learn session and many informal opportunities to reach our community via various communication channels.

We have been more engaged with IMA Global and IMA Europe with robust connection with our European neighbouring chapters. This resulted in the series of joint events and meetings took place in 2019 and more to come in 2020.

To heighten your expectations, we already announced the dates and agendas for some of Chapter events in the upcoming year with one of the highlights - first IMA "[WALS](#)" Women's Accounting Leadership Series to be held in Switzerland.

### Q4 2019 Chapter events

#### October 21st - Zug - Management Accounting Conference

Despite the fact that it was only a half-day event, it welcomed five distinguished speakers and carried forward with engaging panel discussion on the future of the accounting and finance profession.

continues

It opened with the presentation on Swiss footprint and corporate culture of Johnson & Johnson, event-hosting company, given by **Andrea Ostinelli**, Chair of the Johnson & Johnson Switzerland Leadership Team. The next to take a word was a very special guest for both IMA and Johnson & Johnson - **Christian Cuzick**, former Treasurer and President of IMA Swiss chapter, current Vice President of Finance at Johnson & Johnson Vision (USA) and Chair-Elect of IMA's Global Board of Directors and IMA's Nominating Committee. The core message he provided to the audience was on how to keep pace with future-need competencies in business and finance complemented with strong data analytics skills and focus on training and development of the existing talents – important leadership art with no big automation potential. The evening continued with the presentation given by **Fatema El-Wakeel**, Jaguar Land Rover, who with a great enthusiasm shared her personal experience and lessons learned on setting-up finance analytics models. The following speaker **Anton Golub**, CEO and Founder of Flovtec, provided with his insight on the future of banking and finance systems – thorough projection with blockchain being a key driver for the change. Last speaker this evening, **Tomí Kalin**, presale consultant from Board International, walked all through the case study on end-to-end financial planning process implementation on the example of Kuoni.

#### **November 1st - Lausanne – M&A Course and Simulation Game**

Practical high-profile session led by **Leif Sjøblom**, Professor of Financial Management at IMD Business School, IMA member and editor of IMA Educational Case Journal.

#### **November 7th – IMA Podcast - The Evolving Role of the Business Partner**

One of the episodes of IMA' Podcasts covering all things affecting the accounting and finance world. This time with our Board Member **Indra Moeljadi** talking about evolving role of a finance business partner, the value of technology and data analytics, and the importance of storytelling. The podcast is available [here](#).

### **Marching ahead ...**

#### **Budgeting best practices to share**

One of the interesting assignments taken by Swiss Chapter in 2020 is to write an article in IMA Strategic Finance magazine with the working title «To budget or not to budget». This topic to be further presented at IMA's Annual Conference & Expo taking place in June 2020 in Atlanta (US). If you are a budgeting guru and want to share your experience with us or happened to know someone competent in this field, please contact Hessel Brouwer @ [hessel.brouwer@imaswitzerland.ch](mailto:hessel.brouwer@imaswitzerland.ch) to get more details.

#### **Q1 2020 Chapter upcoming events**

Come and earn up to 12 CPE points, including 2 for Ethics, already in Q1 2020

##### **March 11th – Geneva - Women Accounting Leadership Series**

Theme: Building a stronger *ME* for building a stronger *US*

For more information about event and registration, please follow the Link

##### **March 12th – Geneva - Management Accounting Conference**

Theme: Building *OUR* journey into the Digital Age

### **Save the date in 2020**

#### **June 17th - Zurich area – Management Accounting Conference and Annual Members' Meeting**

Annual members' meeting and all-day event with up to 8 CPE hours.

#### **Predictive Analytics jointly hosted by IMA / ACCA / Horvath & Partner**

- **September 17th – Zurich**
- **September TBC – Geneva**

### **Call for volunteers - Start where you are, use what you have and do what you can**

IMA takes our volunteer service very seriously. We actively promote recognition and reward for high-performing volunteers who go above and beyond in making valuable contributions to IMA.

Leadership Award - Olga Chernikova has been awarded a leadership award by the Swiss Chapter for her active support to the chapter and her leadership potential. The newsletters she writes breathe an energy that brings our chapter to life on our screens. Olga will be attending a one-day Leadership Bootcamp by Wisdom house with support of the chapter. We hope to see a lot more from Olga in the years to come and wish her much success.

We truly believe that there is a lot of expertise among our members and audience of our events. With that we want to encourage you to explore your leadership opportunities within IMA and help us to co-create an agenda for future events and initiatives, strengthen our Chapter and IMA as a whole.

Against the general mis-conception, it really does not take a lot of your time. If you want to get a better understanding, you are welcome to reach out to one of the current board members who will be happy to share their personal experience.

Contact Hessel Brouwer @ [hessel.brouwer@imaswitzerland.ch](mailto:hessel.brouwer@imaswitzerland.ch) to become active.

Thank you for taking the time to read our news.  
We really appreciate you being with us in 2019 and looking forward to keep you informed in 2020.

Sincerely yours,  
IMA Swiss Chapter