

# CONTROLLING DAYS 2024

## Strategy and Transformation

23.-24.05.2024, Rovinj, hotel Lone, Croatia



International Controlling Events in Croatian and simultaneous translation into English language



**BUSINESS EFFECTIVENESS**  
Controlling | Finance | Management

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**1. day, 23.05.2024**

## **Controlling Workshops**

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**10:00 – 17:30**

### **Strategy development and implementation**

**Dr. Mladen Meter, Dr. Petra Popek Biškupec**

Business Effectiveness

### **Transformation beyond crisis: How to be successful in dynamic times**

**Dr. Kim Louisa Dillenberger**

Frankfurt School of Finance & Management

### **Sustainability as a success factor: Integrating ESG into your corporate strategy**

**Prof. Dr. Mike Schulze**

CBS International Business School

### **Innovation and transformation controlling**

**Dr. Tobias Flinspach**

Universität St. Gallen

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**20:00 – 00:00**

### **Controlling Days Party**

Kantinon Tavern I Maistra

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**2. day, 24.05.2024**

## **15<sup>th</sup> Controlling Conference: Strategy and Transformation**

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**09:00 – 09:30**

### **Registration**

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**09:30 – 09:45**

### **Conference opening**

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**09:45 – 11:15**

### **FROM TRANSFORMATION TO INNOVATION**

#### **► Strategic transformation of the company**

**Mr. sc. Hrvoje Patajac**, Director of Controlling

Adris Group

- How to choose investment opportunity as an investor in Croatia and which investment criteria to apply?
- How to stay competitive in traditional industries?
- How to manage a portfolio of different investments?
- How to measure the success of investments in selected businesses?
- Along with the answers to the mentioned questions, the presentation will show the transformation of Adris' business portfolio in the last twenty years

► **From a local sparkling wine house to global market leadership – Transforming business by Mergers & Innovation**

**Dr. Andreas Brokemper**, CEO  
Henkell Freixenet

- Roadmap over 2 decades of transforming business and culture
- Mergers & Acquisitions as enablers for global growth
- Role of Controlling in a global decentralized framework with a clear global strategy

► **Panel discussion: Innovation strategy**

**Moderator**

**Karolina Kristić**, Chancellor and CFO  
Frankfurt School of Finance & Management

- **Anton Barbir**, Group CFO, JGL
- **Bojan Horvačić**, CEO, Tehnika
- **Anita Lacmanović**, CEO, SAP Croatia
- **Josip Lasić**, CFA, CFO, Board Member, Končar Group
- **Marko Njavro**, Group COO, Franck

**11:15 – 11:45**

**Coffee break**

Sponsored by Maistra

**11:45 – 13:15**

**STRATEGY EVOLUTION: ADAPTATION TO MODERN BUSINESS REALITY**

► **Business Case: Strategy development and implementation project**

**Dr. Mladen Meter**, Controlling and Finance Consultant  
Business Effectiveness

- Analysis of the current business situation and setting project goals
- Methodology, development and implementation of the strategy
- Achieved improvements in strategy and operations

► **Strategy implementation: BSC and OKR as success factors**

**Prof. Dr. Ronald Gleich**, Professor for Management Practice & Control  
Frankfurt School of Finance & Management

- Main mistakes in strategy implementation
- „Traditional" approach to avoid the mistakes: Implementation with BSC
- New approach to avoid the mistakes: Implementation with OKR
- Innovative approach: combination of BSC and OKR

► **Digitally transforming the strategy planning process**

**Dr. Kim Louisa Dillenberger**, Vice Academic Director  
Frankfurt School of Finance & Management

- Spot the discrepancy between visions and actions in the planning process
  - Understand the ambidexterity in the planning challenge
  - Explore an new approach for the planning transformation
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**13:15 – 14:30**

**Lunch break**

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**14:30 – 16:15**

**STRATEGIC FOCUS: WHAT REALLY MATTERS IN PRACTICE?**

► **Corporate strategy in practice**

**Marko Kufrin**,

Executive Director of Corporate Strategy and New Growth  
Atlantic Group

- The role of corporate strategy in business
- Key factors for the successful execution of the strategy
- What, how and when to measure when talking about strategy

► **ESG integration: Moving beyond a checkmark to a core element of corporate strategy**

**Prof. Dr. Mike Schulze**, Vice President for Research & Practice Transfer  
CBS International Business School

- Defining ESG: Environmental, Social, and Governance factors
- Why ESG integration matters: Beyond compliance and reputation management
- ESG Materiality Assessment: Identifying strategy-relevant ESG issues
- Aligning ESG goals with overall business strategy
- ESG Metrics and Key Performance Indicators (KPIs)

► **Big Data as Game Changer - Use it or Lose it!**

**Nils Gimpl**, Research Assistant

Frankfurt School of Finance & Management

- (Big) Data can give firms a competitive edge in aligning their strategy by making decisions facts and not good feeling
- (Big) Data is everywhere nowadays but has to be used
- Why good data-driven decision making is the new gold standard of decision making in firms
- Why bad data-driven decision making just make things worse

## ► Panel discussion: HR strategy

### Moderator

**Mario Grilc**, Consultant to Minister, Ministry of Innovation and Growth, Bulgaria, Senior Advisor

[Mentmove](#)

- **Ivan Bartulović**, Board Member & CHRO, [Hrvatski Telekom / Deutsche Telekom](#)
- **Ivan Bilac**, Human Resources Director, [Adris Group](#)
- **Romina Ivančić Maćešić**, HR Director, [Coca-Cola HBC Croatia](#)
- **Nataša Odak**, HR Manager, [dm-drogerie markt Croatia](#)
- **Blagica Petrovac Šikić**, Senior Director of Human Resources, [Pliva](#)

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**16:15 – 16:30**    **CONFERENCE CLOSING**

## **NETWORKING & EXPERIENCE EXCHANGE**

### Remarks

Organiser reserves the right to modify the program, schedule, speakers and activities at any time.

Please be aware that the conference may be photographed, recorded or live-streamed. By attending, you grant the organisers the right to use any images or recordings for promotional purposes without compensation.

## Speakers

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**Mr. sc. Hrvoje Patajac**  
Adris Group



**Dr. Mladen Meter**  
Business Effectiveness



**Dr. Petra Popek Biškupec**  
Business Effectiveness



**Dr. Tobias Flinspach**  
Universität St. Gallen



**Dr. Andreas Brokemper**  
Henkell Freixenet



**Prof. Dr. Ronald Gleich**  
Frankfurt School of Finance  
& Management



**Karolina Kristić**  
Frankfurt School of Finance  
& Management



**Dr. Kim Louisa Dillenberger**  
Frankfurt School of Finance  
& Management



**Bojan Horvačić**  
Tehnika



**Marko Kuftrin**  
Atlantic Group



**Anton Barbir**  
JGL



**Prof. Dr. Mike Schulze**  
CBS International Business  
School

## Speakers

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**Anita Lacmanović**  
SAP Croatia



**Nils Gimpl**  
Frankfurt School of Finance  
& Management



**Josip Lasić**  
Končar Group



**Mario Grilc**  
Mentmove



**Marko Njavro**  
Franck



**Ivan Bartulović,**  
Hrvatski Telekom /  
Deutsche Telekom



**Ivan Bilac**  
Adris Group



**Blagica Petrovac Šikić**  
Pliva



**Romina Ivančić Maćešić**  
Coca-Cola HBC Croatia



**Nataša Odak**  
dm-drogerie markt Croatia

## Partners and sponsors

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# Controlling Days Registration

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## ► OPTIONS

### Controlling Workshop\* and Controlling Conference, 23.-24.05.2024

(Participation fee: 850 EUR + VAT)

### Controlling Workshop\*, 23.05.2024

(Participation fee: 450 EUR + VAT)

### Controlling Conference, 24.05.2024

(Participation fee: 500 EUR + VAT)

## ► CONTROLLING WORKSHOP\* TO CHOOSE:

- **Strategy development and implementation**  
Dr. Mladen Meter, Dr. Petra Popek Biškupec
- **Transformation beyond crisis: How to be successful in dynamic times**  
Dr. Kim Louisa Dillenberger
- **Sustainability as a success factor: Integrating ESG into your corporate strategy**  
Prof. Dr. Mike Schulze
- **Innovation and transformation controlling**  
Dr. Tobias Flinspach

## ► APPLICATION



**REGISTRATION FORM  
FOR THE WORKSHOP  
AND CONFERENCE**



### Contact for more information

#### Education and Corporate Events Manager

Mrs. Ivančica Perhat

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**A:** Business Effectiveness Ltd.

Martićeva 73

10 000 Zagreb, Croatia

## Accommodation

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For all participants of our events, with the mandatory use of the promo code **PU2024** when making the reservation\*, prices per person per night are provided in the hotels listed below\*\*:



### Hotel Eden, 4\*

- 1 or 2 nights - 190,00 EUR
- 3 nights - 150,00 EUR



### Hotel Lone, 5\*

- 1 or 2 nights - 260,00 EUR
- 3 nights - 210,00 EUR



### Hotel Monte Mulini, 5\*

- 1 or more nights - 280,00 EUR



### Grand Park hotel Rovinj, 5\*

- 1 or more nights - 370,00 EUR

Remarks:

\* *promo code is active from 21.12.2023 until the moment there are no more available accommodation capacities in the mentioned hotels (contact for information: [hello@maistra.hr](mailto:hello@maistra.hr), +385 52 800 250)*

\*\* *promo code is valid for online reservations in the period from 22.-25.05.2024 for all the listed hotels, and additionally until May 26<sup>th</sup> 2024 for hotels Lone and Eden*