

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

.....
1. day, 23.05.2024

Controlling Workshops

.....

10:00 – 17:30

Strategy development and implementation

Dr. Mladen Meter

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

Project, innovation and transformation controlling

Dr. Tobias Flinspach

Universität St. Gallen & Bologna Business School

20:00 – 00:00

Controlling Days Party

Kantinon Tavern I Maistra

.....
2. day, 24.05.2024

15th Controlling Conference: Strategy and Transformation

.....

09:00 – 09:30

Registration

09:30 – 09:45

Conference opening

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 & Innovations**

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
- **Ivan Paić**, Bord Member, Končar Group
- **Marko Njavro**, Group COO, Franck
- **Matija Nakić**, CEO, Farseer

11:15 – 11:45

Coffee break

Sponsored by Maistra

11:45 – 13:15

STRATEGY EVOLUTION: ADAPTATION TO MODERN BUSINESS REALITY

► **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

► **Mastering Strategic Transformation of Controlling**

Prof. Dr. Lukas Löhlein, Director | Institute of Management Accounting and Control (IMC)
WHU - Otto Beisheim School of Management

- Contemporary strategic challenges for Controlling
- Implication for the role, function and understanding of the Controller
- Unintended consequences and how to avoid them
- Key success factors for successful transformation

► **Digitally Transforming the Strategy Planning Process**

Dr. Kim Louisa Dillenberger, Vice Academic Director, Centre for Performance Management & Controlling
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

13:15 – 14:30

Lunch break

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, Centre for Performance Management & Controlling
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](#)

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



Mr. sc. Hrvoje Patajac
Adris Group



Dr. Tobias Flinspach
Universität St. Gallen &
Bologna Business School



Dr. Andreas Brokemper
Henkell Freixenet



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



Prof. Dr. Lukas Löhlein
WHU - Otto Beisheim
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SAP Croatia

Speakers



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Frankfurt School of Finance
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Ivan Paić
Končar Group



Mario Grilc
Mentmove



Marko Njavro
Franck



Ivan Bartulović,
Hrvatski Telekom /
Deutsche Telekom



Ivan Bilac
Adris Group



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Pliva



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Coca-Cola HBC Croatia



Nataša Odak
dm-drogerie markt Croatia



Matija Nakić
Farseer

Moderator



Dr. Mladen Meter
Business Effectiveness

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PARTNERS



Controlling Days Registration

► 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
- **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
- **Project, innovation and transformation controlling**
Dr. Tobias Flinspach

► APPLICATION



**REGISTRATION FORM
FOR THE WORKSHOP
AND CONFERENCE**



Contact for more information

Education and Corporate Events Manager

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10 000 Zagreb, Croatia

Accommodation

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, +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 26th 2024 for hotels Lone and Eden*