

The CFO's New Priorities: Technology & Culture

3rd Session – FEI SFBA's Strategic CFO East Bay Program

Thursday, September 5, 2019

5pm Networking
6pm - 7:30pm Presentation & Discussion

Location: Workday (Cloud Café)
5928 Stoneridge Mall Road, Pleasanton

(A 5-minute walk from West Dublin/Pleasanton BART.
Visit <https://bit.ly/2YNkn5W> to find a BART/carpool buddy.)

Cost: Complimentary to FEI SFBA members, sponsors, and financial executives**

Heavy hors d'oeuvres and wine will be served



Registration

**** Non-FEI SFBA Members**, please contact Denise Parker at chapter.admin@fei-sfba.org or (813) 494-9551 to register.

Today's business environment is more dynamic than ever and the pace of change continues to accelerate. Regulations are becoming more complex and data-driven decisions are the new norm. As a result, the role of the CFO is undergoing a significant transformation and is now tasked with helping to drive the business forward, which requires a new set of skills and a broader focus on all parts of the organization. No longer primarily focused on just the numbers, today's CFO must understand the direct connection between culture and company growth and be comfortable leveraging technology to drive better business decisions. Hear from Robynne Sisco, Co-President and CFO at Workday, about her perspective on this new world of Finance and why she believes a focus on technology and corporate culture need to be at the top of every CFO's priority list.



Robynne Sisco is co-president and chief financial officer at Workday, and oversees the company's finance, investor relations, legal, and real estate organizations. Prior to expanding her role to co-president, Robynne served as Workday's chief financial officer beginning in 2016.

Robynne joined Workday in 2012 as chief accounting officer, bringing more than 30 years of corporate finance and accounting experience to the role. Prior to joining Workday, Robynne was chief accounting officer and corporate controller at VMware, where she was responsible for accounting operations, and facilities. Before VMware, Robynne served as senior vice president and chief accounting officer at VeriSign and assistant controller at Oracle. She also held senior finance roles at Visa, General Electric, and Ford. Robynne has served on the board of directors for Unity Technologies since 2017.

Our Featured Speaker:

**Robynne Sisco,
Co-President and
CFO, Workday**

**** Non-members must meet criteria for membership in FEI.**

For more information, please visit <https://www.financialexecutives.org/Become-a-Member/Membership-Criteria>