

## Leasing Life Conference and Awards 2019

### Our partners



### Speaker line-up

**Pascal Layan**, Deputy Chief Executive Officer, BNP Paribas Leasing Solutions

**Carmen Ene**, Chief Executive Officer, 3 Step IT

**Andrew Denton**, Chief Executive Officer, Alfa

**Andrew Ingram**, Global Head of Product Strategy, Alfa

**Bas van Asseldonk**, Executive vice President Europe, DLL

**Jochen Jehmlich**, Chief Executive Officer, Societe Generale Equipment Finance and Head of GEFA Bank

**John Rees**, Chief Commercial Officer, Societe Generale Equipment Finance

**Florence Roussel Pollet**, Deputy Chief Commercial Officer and Head of Technology Management, Societe Generale Equipment Finance

**Patrick Gouin**, CEO, Max & Tite International

Senior representative, Cloud Lending, a Q2 Company

Senior representative, FIS Global

Senior representative, Ritchie Bros

**Daniel Layne**, Chief Executive Officer, Quotevine

**Per Dahlqvist**, Head of Business Development, Credit Product, Tieto

**Arnaldo Rodriguez**, President, CSI Leasing

08.50 **Welcome address and chair's opening remarks**  
Editor, *Leasing Life*

## Session One – Triumphant in an evolving landscape: the new era of asset finance

- 09.00 **Opening keynote address**  
**Embracing technological transformation: creating digitalised business models**
- A marathon, not a sprint: defining the right digital strategy for your organisation
  - Implementing the right tech at the right time to add value to all stakeholders
  - From AI to automation: exploring the potential of new technologies in asset finance
  - Staying ahead of the digital curve
- Jochen Jehmlich**, Chief Executive Officer, **Societe Generale Equipment Finance** and **Head of GEFA Bank**
- 09.20 **Keynote address**  
**From new technologies to corporate cultures: making innovation a reality**
- Overcoming the real barriers to change: shifting corporate mind-sets
  - Creating an innovative and agile environment internally to drive product development
  - Aligning innovation with long-term business strategies
- David Woodroffe**, VP, Product Management Executive, **Ambit Asset Finance**
- 09.40 **Keynote address**  
**The circular economy: driving change at full speed**
- Achieving business-wide transformation to reach true sustainability
  - A big leap forward: making the circular economy a reality
  - Exploring the power of strategic partnerships to drive circular economy advances
  - 2020 and beyond: what's next?
- Pascal Layan**, Deputy Chief Executive Officer, **BNP Paribas Leasing Solutions**  
**Carmen Ene**, Chief Executive Officer, **3 Step IT**
- 10.10 **CEO's panel discussion and Q&A**  
**The future of asset finance: a strategic outlook**
- Making the leap to digital: what more needs to be done to ensure successful transformation?
  - Environmental responsibility and green footprints: grasping this movement with both hands
  - The circular economy: what are the most exciting industry developments to date?
  - Capitalising on data analytics: driving growth and enhancing visibility
  - From automation to IoT: which technologies will have the most impact on the industry?
  - What more can be done to serve SME clients?
  - Emerging asset classes: scoping out the most fruitful opportunities ahead
- Moderator: Andrew Denton**, Chief Executive Officer, **Alfa**  
**Pascal Layan**, Deputy Chief Executive Officer, **BNP Paribas Leasing Solutions**  
**Carmen Ene**, Chief Executive Officer, **3 Step IT**  
**John Rees**, Chief Commercial Officer, **Societe Generale Equipment Finance**  
*Speaker to be confirmed*
- 10.40 **Refreshment break**

## Session Two – Product innovation: anticipating and meeting tomorrow's expectations

- 11.10 **Modular Technology: Why? and How? in 2019**
- Is Modularity Still a (good) Thing?
  - Applying Modularity to Business Problems
  - The Future of Modularity
- Daniel Layne**, Chief Executive Officer, **Quotevine**
- 11.30 **Title to be confirmed**
- Arnaldo Rodriguez**, President, **CSI Leasing**
- 11.50 **Case study |**
- Embracing the circular economy into the world of equipment financing**
- Utilising full lifecycles of equipment
  - Giving equipment a second life: strategies for success
  - From mining equipment to IT: what assets are best suited for circular economy shifts, and why?
  - Turning this concept into a competitive advantage for the business while protecting the environment
- Senior representative, **Ritchie Bros**
- 12.10 **From new asset classes to pay-per-use models: preparing business strategies for change**
- How must products evolve in order to satisfy customer expectations in years to come?
  - Seeing the bigger picture: marrying digital advancements with evolving economic demands
  - Assessing the emerging asset classes with the most potential
  - How can change be accelerated internally?
- Bas van Asseldonk**, Executive vice President Europe, **DLL**
- 12.30 **Speaker Q&A and discussion**
- A flexible future is coming: how can businesses best prepare?**
- In what ways do products have to become more flexible to serve the needs of clients?
  - Valuations, risk, collections: what needs to be considered to make servicisation a reality?
  - What legal and accounting challenges will arise, and how can they be overcome?
  - Subscription based services: what will success look like?
- Bas van Asseldonk**, Executive vice President Europe, **DLL**  
Senior representative, **Ritchie Bros**  
**Arnaldo Rodriguez**, President, **CSI Leasing**
- 13.00 **Lunch**

## Session Three – From automation to CX: navigating the shift to digital

- 14.00 **Differentiating yourself from the competition: enhancing customer experiences**
- Creating the ultimate experience: CX in the digital era
  - Technology-enhanced customer journeys: where do you start?
  - Transforming offerings: developing engaging propositions for customers
- Senior representative, **Cloud Lending, a Q2 Company**

- 14.20 **Automation: the key to operational efficiency**
- Automation within the business: what tasks can be automated?
  - Digging into the potential of automation in underwriting
  - Enhancing or replacing: to what extent will automation replace entire areas of the workforce?
  - How can asset financing organisations best prepare to automate internally?
- Speaker to be confirmed*
- 14.40 **Go Digital or Go Home ... Companies digitalization: Barriers, challenges, opportunities and recommendations to drive the digital transformation**
- An honest reflection: evaluating digital advancements of the industry to date
  - How can the successful implementation and adoption of digital transformation be improved?
- Patrick Gouin, CEO, Max & Tite International**
- 15.00 **Panel discussion and mobile voting**
- Taking the reins on digital change: exploring the vast potential of a digitalised industry**
- Business agility: In what ways can digital transformation make back-end processes more efficient?
  - From communication to seamless customer journeys: exploring CX in the age of digital
  - How can the frictionless implementation of new technologies be achieved?
  - Keeping the customer in mind: ensuring that digital advancements add value to customers
  - From Amazon to Monzo: which companies should the industry take inspiration from, and why?
  - What more needs to be done to drive further digital advancements within the industry?
- Senior representative, **Cloud Lending, a Q2 Company**  
**Andrew Ingram, Global Head of Product Strategy, Alfa**
- 15.30 **Refreshment break**

## Session Four – Tech in focus: data, visibility, AI

- 16.00 **From IoT to big data: asset tracking 4.0**
- How is IoT and big data currently used to track and manage assets?
  - Turning data into actionable insights: devising a game plan
  - What are the biggest challenges with IoT and how can they be overcome?
  - Opening new doors: how will greater visibility transform services in years to come?
- Speaker to be confirmed*
- 16.20 **Case study**
- The power of AI: a game-changer for credit and risk profiling**
- AI has been talked about widely within the financial services industry, but how can it be applied directly to improve credit processing and risk profiling? Hear an industry expert discuss the applications of AI in credit and risk in depth, uncover the potential obstacles of implementation, and discover the tangible benefits AI has had on the organisation.*
- Speaker to be confirmed*

16.40

### Panel discussion

#### Capitalising on data to drive industry-wide innovation

- Defining a data analytics strategy: what are the biggest priorities to consider?
- Successfully managing siloed data sets: the good, the bad, the ugly
- Utilising alternative data sets to make flexible credit a possibility: how can this be achieved?
- In what ways can big data and IoT be used to create more flexible services?
- Data is the new oil: overcoming the challenge of harvesting more data post-GDPR

**Per Dahlqvist**, Head of Business Development, Credit Product, **Tieto**

## Session Five – Remaining relevant in an increasingly competitive world

17.10

### Ask the experts

- How can the industry become more customer-centric rather than product-centric?
- The role of asset finance in social-environmental responsibility
- From renewable energy to software: which emerging asset classes hold the most opportunity?
- FinTech fever: exploring the competition and the potential for partnerships
- GAFA: to what extent are the BigTechs a threat?
- Attracting the right talent to drive innovation internally: how can this be achieved?

**Pascal Layan**, Deputy Chief Executive Officer, **BNP Paribas Leasing Solutions**

**Bas van Asseldonk**, Executive vice President Europe, **DLL**

**Florence Roussel Pollet**, Deputy Chief Commercial Officer and Head of Technology Management, **Societe Generale Equipment Finance**

17.40

### Chair's closing remarks

17.50

### Drinks reception

19.00

### Awards Gala Dinner