

## Leasing Life Conference and Awards 2019

# Alfa<sup>▲</sup>

 **SOCIETE GENERALE**  
Equipment Finance

 **BNP PARIBAS**  
LEASING SOLUTIONS

 **dLL** financial solutions  
partner

 **CLOUD LENDING**  
a Q2 company

 **ASSECO**

 **APAK**  
a Sopra Banking Software company

 **NETSOL.**

 **Close Brothers**  
Asset Finance

 **apps**  
consulting  
value innovation process

 **FIS**

 **rb**

 **quotevine**

 **FICO Decisions**

 **CSI LEASING**

 **GreenFlex**

 **tieto**

## Speaker line-up

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

**Carmen Ene, Chief Executive Officer, 3StepIT**

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

**Andrew Flegg, Chief Technology Officer, Alfa**

**Chris Sullivan, Non-Executive Director, Alfa**

**Egbert de Jong, Global Head of Asset Management, Advanced Solutions, DLL**

**Lee Thompson, Head of Pay-Per-Use Solutions, Europe and Asia Pac, DLL**

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

**Lindsay Town, Chief Executive, IAA-Advisory**

**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 Guin, Executive Director, Invigors EMEA**

**Ben Sher, MD EMEA, Cloud Lending, a Q2 Company**

**Steve Swift, CEO, Kennet**

**Christian Sonnevile, Strategic Accounts Manager Europe, Ritchie Bros**

**Johan Lustig, Product Manager – Valuation Services, Mascus**

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

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

**Arnaldo Rodriguez, President, CSI Leasing Frederic Rodriguez, Chief Executive Officer, GreenFlex**

**David Woodroffe, VP, Product Management Executive, FIS - Ambit Asset Finance**

**Olivier Ouazana, Chief International Officer, GreenFlex**

**Nathan Mollett, Director of Asset Finance, Metro Bank**

08.50 **Welcome address and chair's opening remarks**  
Lindsay Town, Chief Executive, IAA-Advisory

## 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**  
**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**
- 09.50 **Keynote address**  
**Accelerating the environmental transition: Towards a carbon neutral economy & beyond**
- Mapping of company risks & stakes
  - Leasing & Financing as a key leverage to Change
  - Integrated Solution is the answer to face such challenge
- Olivier Ouazana, Chief International Officer, **GreenFlex**
- 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**  
**Frederic Rodriguez**, Chief Executive Officer, **GreenFlex**
- 10.40 **Refreshment break**

## Session Two – Market Trends: anticipating and meeting tomorrow's expectations

*Moderator: Lindsay Town, Chief Executive, IAA-Advisory*

- 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 **Solving priorities for global companies**
- Arnaldo Rodriguez**, President, **CSI Leasing**
- 11:50 **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
- Christian Sonnevile**, Strategic Accounts Manager Europe, **Ritchie Bros**  
**Johan Lustig**, Product Manager – Valuation Services, **Mascus**
- 12.10 **New Pay-Per-Use business models will drive a transformative change in the industry**
- We cannot ignore the sustainable drivers for change, do we lead or are we going to be led?
  - Pay per use models: who needs it and why.
  - Disruptive new platforms, if we don't do it, others will.
- Egbert de Jong**, Global Head of Asset Management, Advanced Solutions, **DLL**  
**Lee Thompson**, Head of Pay-Per-Use Solutions, Europe and Asia Pac, **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?
- Moderator: Lindsay Town, Chief Executive, IAA-Advisory*  
**Lee Thompson**, Head of Pay-Per-Use Solutions, Europe and Asia Pac, **DLL**  
**Christian Sonnevile**, Strategic Accounts Manager Europe, **Ritchie Bros**  
**Johan Lustig**, Product Manager – Valuation Services, **Mascus**  
**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
- Ben Sher, MD EMEA, Cloud Lending, a Q2 Company**  
**Steve Swift, CEO, Kennet**
- 14.20 **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, Executive Director, Invigors EMEA**
- 14:40 **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?
- Ben Sher, MD EMEA, Cloud Lending, a Q2 Company**  
**Steve Swift, CEO, Kennet**  
**Andrew Flegg, Chief Technology Officer, Alfa**  
**Patrick Gouin, Executive Director, Invigors EMEA**
- 15.10 **Refreshment break**

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

- 15:40 **Innovation and Collaboration of Fintechs into the marketplace**
- The importance of Fintech partnerships in Asset Finance to aid SME lending
  - Leveraging from best of breed providers over an end-to-end approach
  - Creating a culture of innovation to drive product development
- David Woodroffe, VP, Product Management Executive, FIS - Ambit Asset Finance**  
**Nathan Mollett, Director of Asset Finance, Metro Bank**
- 16.00 **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*

16.20

### 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**

**David Woodroffe**, VP, Product Management Executive, **FIS - Ambit Asset Finance**

**Nathan Mollett**, Director of Asset Finance, **Metro Bank**

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

16.50

### 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?

**Moderator: Chris Sullivan**, Non-Executive Director, **Alfa**

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

**Lee Thompson**, Head of Pay-Per-Use Solutions, Europe and Asia Pac, **DLL**

**David Woodroffe**, VP, Product Management Executive, **FIS - Ambit Asset Finance**

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

17.20

### Chair's closing remarks

**Lindsay Town**, Chief Executive, **IAA-Advisory**

19:30

### Evening Welcome Address

**Chris Tobey**, Global Sales Director, **NETSOL**

19:35

Drinks reception – Sponsored by



20:35

Awards Gala Dinner – Sponsored by

