

CEO Clubs FORUM ■

# December 1<sup>st</sup>, 2011

15.00 hrs, Pentelikon Hotel

## Driving Agility, Innovation and Growth through Outsourcing



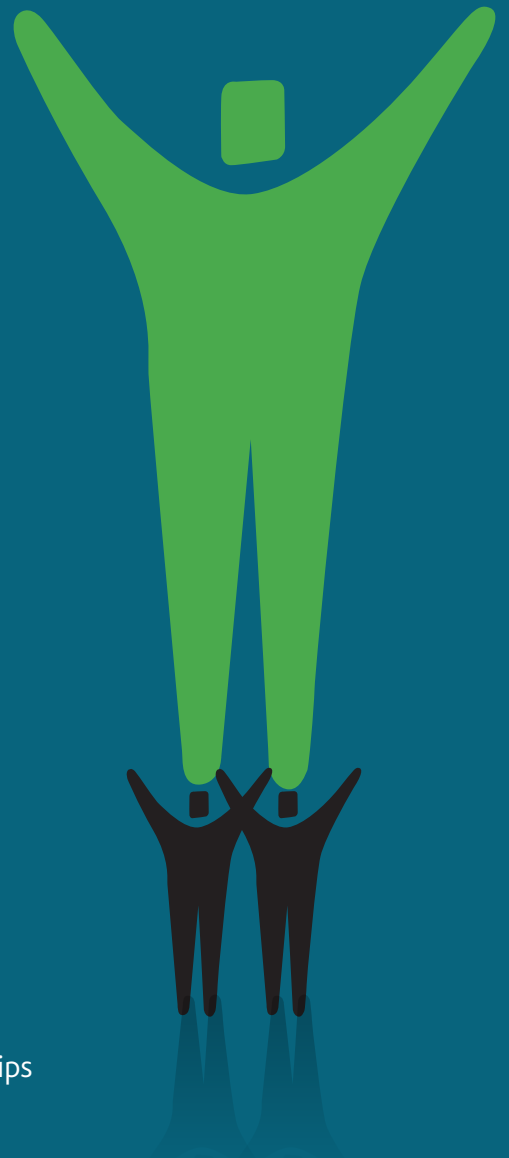
### The Key Note Speaker

Dr. **Charles Aird**, the Global and US leader of PwC's Shared Services and Outsourcing Advisory practice and author of the study: "The Evolution of Global Business Services Enhancing the Benefits of Shared Services and Outsourcing"

### The Speakers

Distinguished CEOs from supplier and client organizations will present real examples of effective outsourcing initiatives adding to business value

**Join us** to learn how to reap the benefits of accessing improved technology and process expertise, as modern outsourcing relationships now offer and deliver far, far more than just cost savings.



For more information contact: +30 210 89 20 950  
or visit [www.ceoclubsgreece.org](http://www.ceoclubsgreece.org)



# CEO CLUBS

International

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International

## FORUM AGENDA

15:00	<i>Registration</i>
15:30 - 16:00	NEWS FROM CEO CLUBS GREECE <b>Georgia Kartsanis</b> , President, CEO Clubs Greece <b>Sotiris Chatzidakis</b> , Chief Operating Officer, CEO Clubs Greece
116:00 - 16:45	"THE EVOLUTION OF GLOBAL BUSINESS SERVICES: ENHANCING THE BENEFITS OF SHARED SERVICES AND OUTSOURCING" <b>Charles Aird</b> , Global and US Leader - Shared Services and Outsourcing Advisory practice, PwC
16:45 - 17:00	Q&A
17:00 - 17:25	CUTTING COST & GROWING PRODUCTIVITY THROUGH CLOUD SOURCING <b>Ernst-Jan Stigter</b> , Managing Director, Microsoft Hellas
17:25 - 17:35	Q&A
17:35 - 18:00	COFFEE BREAK
18:00 - 18:25	THE NEW DOCUMENT OUTSOURCING SPACE: A PROFOUND EFFECT ON BUSINESS TRANSFORMATION <b>Vassilis Rabbat</b> , Managing Director, XEROX Hellas
18:25 - 18:35	Q&A
18:35 - 19:00	A PERSPECTIVE FROM CARLSBERG GROUP ON THE STRATEGIC ROLE OF OUTSOURCING <b>Soren Brinck</b> , CEO, Mythos Brewery
19:00 - 19:10	Q&A
19:10 - 20:15	CEO ROUND TABLE DISCUSSIONS
20:15 - 21:30	<i>Cocktail Reception</i>



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## FORUM SPEAKERS



### Charles Aird

*Global and US Leader - Shared Services and Outsourcing Advisory practice, PwC*

Charlie Aird is the US and Global Leader of the Shared Services and Outsourcing Services practice. He has 35 years of experience in management consulting, outsourcing and shared services in domestic and international environments. He has been involved with literally 100's of sourcing projects across many industries. Before joining PwC, Charlie was the Information Technology Outsourcing (ITO) Service Line Leader for an outsourcing advisory firm. He provided both ITO and Business Process Outsourcing (BPO) advisory services to clients. He was responsible for establishing an ITO and BPO practice in Asia and established that firm's global Business Process Transformation and Management Practice. Charlie has an undergraduate degree in Mathematics from VirginiaTech and Masters and PhD from the University of Virginia.



### Ernst-Jan Stigter

*Managing Director, Microsoft Hellas*

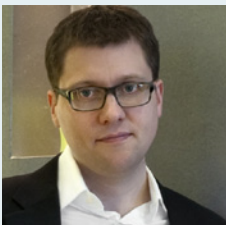
Ernst-Jan Stigter is the General Manager of Microsoft Hellas per July 1st, 2010. Ernst-Jan was born in The Netherlands, has a business economical background, and holds a 15 year track record in sales, marketing and leadership functions in the ICT Industry. The past 10 years he worked for Microsoft Netherlands of which the past 6 years was member of the board of as Director Enterprise and Partner Group, and more recently as Director Business, Marketing and Operations. Ernst-Jan is a true believer of technology and innovation as two of the most effective change enablers. In Microsoft Netherlands he was one of the architects of an internal and external transition program called "The New World of Work", fostering change in our knowledge based economy through an integrated approach on people, technology, and working place. The core targets of this program are to drive measurable impact on the vitality of employees, the environment, and growth at the same time.



### Vassilis Rabbat

*Managing Director, Xerox Hellas*

Vassilis Rabbat was born in 1967 in Beirut, Lebanon and lives in Athens since 1975. He studied in the Economic University of Athens and graduated in 1990. Mr. Rabbat has been working in Xerox Hellas since 1989. He started as a Xerox Sales and Marketing Representative following a successful career in various managerial positions in the Sales Department. In 1994 Mr. Rabbat assumed responsibility for the Sales Department especially dealing with major clients. From 1997 until 2000 he was the Concessionaires and Channels Manager, responsible for the representatives and partners of the company. From 2000 until 2002 Mr. Rabbat was Commercial Director responsible for the Sales and Marketing Department of Xerox Hellas. Since January 2003 Mr. Rabbat is Chairman of the Board of Directors, Managing Director and General Manager of Xerox Hellas S.A.



### Soren Brinck

*CEO, Mythos Brewery*

Søren Brinck has a Master of Science in Business Administration from the Aarhus School of Business. He has started his career as consultant in Accenture in the Strategy & Business Architecture Competence Group, and then joined Arla Foods Corporate Business Development. In 2005 he joined Carlsberg Group as Director of the Group's Commercial Excellence (ComEx) programme, where he was responsible for the roll-out of ComEx Off Trade, On trade and Marketing across all Carlsberg Group companies. In 2008 he assumed the position of Strategy Director in the Carlsberg Group, assisting the Executive Board and the Executive Committee in driving the strategic agenda for the Group with direct reference to CEO Jørgen Buhl Rasmussen. A major task was the leading the integration programme following the acquisition of Scottish & Newcastle. In November 2009 Søren Brinck was appointed CEO of Mythos Brewery and he has been relocated with his family in Greece. Soren Brinck is Danish, he is married and he has two children.

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## REGISTRATION FORUM

To register for the CEO CLUBS FORUM, please complete the form in English and send it to **CEO CLUBS GREECE** by fax: **210 8920950**, or by e-mail **info@ceoclubsgreece.com**, no later than November 22.

**The forum participation cost is FREE for members and 280€ (+VAT) for non members.**

Payment of your participation must be made before the event.

**No refund will be given after the cancellation deadline of November 24, 2011**

FULL NAME

COMPANY

TYPE OF BUSINESS

BILLING ADDRESS

VAT NUMBER

TAX AUTHORITY

CONTACT NUMBER

EMAIL

### METHODS OF PAYMENT

Deposit at **Alpha Bank**, ACCOUNT NUMBER: 122002002013246 IBAN: GR82 0140 1220 1220 0200 2013 246

Deposit at **EFG Eurobank**, ACCOUNT NUMBER: 0026 0012 31 0200 742327 IBAN: GR27 026 0012 0000 3102 007 42327

**Important:** You must include on the bank deposit slip the name of your company or your name. It is necessary to send us deposit slip by fax.

Credit Card Charge ( VISA, MasterCard )

VISA  MASTER CARD

Card Holder's Name

Credit Card Number

Expiration Date

Date \_\_\_\_\_ Signature \_\_\_\_\_

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