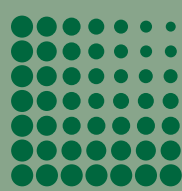
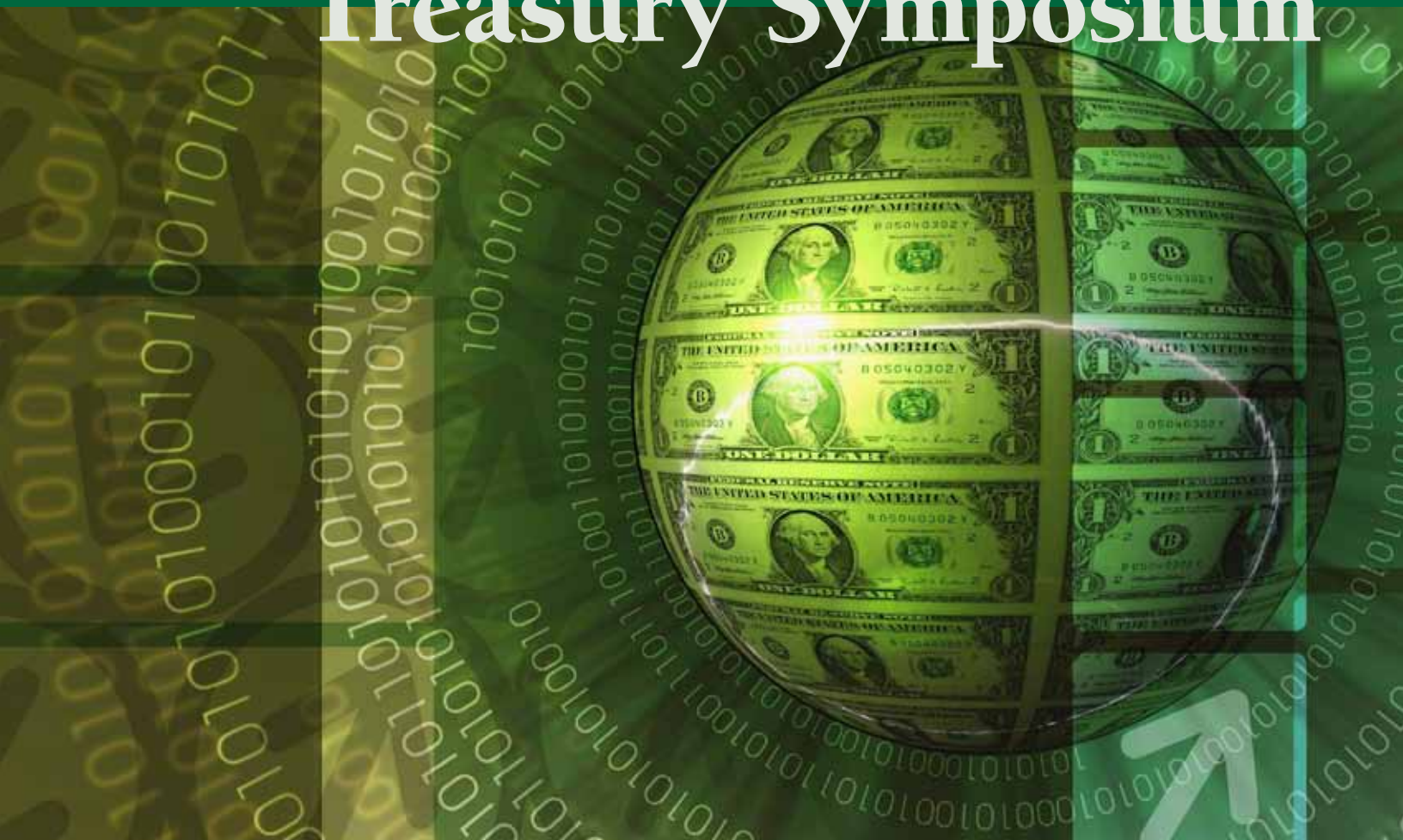


# 26th Annual San Francisco Treasury Symposium



## San Francisco Treasury Symposium

**May 1, 2015**

**NEW Location:**

The Park Central San Francisco  
50 Third Street, San Francisco, CA, 94103  
[www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

*Presented By:*

San Francisco Treasury  
Management Association  
[www.sftma.org](http://www.sftma.org)

Silicon Valley Association  
for Financial Professionals  
[www.svafp.org](http://www.svafp.org)

**Registration begins March 30 at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)**

# San Francisco Treasury Symposium

**Friday, May 1, 2015 at The Park Central San Francisco**

**Register online between Mar. 30 and Apr. 15 for *Early Bird Discount* (see pg. 5)**

The 26th Annual San Francisco Treasury Symposium will continue the tradition of offering the most comprehensive educational and networking opportunity in the Bay Area for treasury professionals. Building on the success of our prior year's event, we're pleased to offer our attendees top level corporate treasury insights from the world's leading companies that call the Bay Area their home.

We invite all treasury professionals to attend this one day event to learn from subject matter experts and colleagues, exchange and share ideas, and get peer-tested solutions in a wide range of topics that you can put to use.

## **MORNING KEYNOTE PANEL:**

**8:20 A.M.**

### ***Treasury As A Business Partner: Forming Successful Strategic Alliances***

*Hear a spirited discussion from a distinguished group of corporate practitioner panelists on their experiences in forging strong partnerships between Treasury and the business. What makes a good business partner and what activities and alliances will move the dial in terms of Treasury taking an active lead in driving the business forward? Three Bay Area treasurers will share their strategies, insights, tips and tactics.*



**PANEL MODERATOR: Tom Hunt, CTP, is Director of Treasury Services at the Association for Financial Professionals.** He has more than 14 years of direct treasury experience working across different industries, including various roles at Medtronic, Fairview Health Systems and, most recently, at 3M Company. At 3M, he oversaw the global banking strategy, redesigned and implemented a new domestic cash management structure and led acquisition activities for the treasury department. He holds an MBA in finance from the Opus College of Business at the University of St. Thomas in St. Paul, MN.



**Dr. Eric Ball is Senior Vice President of Finance and Treasurer for Oracle Corporation.** He joined the company in 2005 and leads a team of 24 in managing the company's worldwide treasury operations, capital markets activity, investment portfolio, foreign exchange, stock services, and risk management. Dr. Ball also manages a \$200+ million venture portfolio. His team has borrowed over \$42 billion to fund acquisitions. Eric serves on several boards, including: Oracle Japan (a public company listed on the Tokyo Stock Exchange), Glu Mobile (GLUU, a public maker of videogames for mobile devices), and the Richard M. Lucas Medical

Foundation. Prior to joining Oracle, Eric worked in a variety of headquarters and operating finance roles at Flextronics, Cisco Systems, Avery Dennison, and AT&T. Eric is coauthor (with Joe LiPuma) of the 2012 book *Unlocking the Ivory Tower: How Management Research Can Transform Your Business*.



**Debra Crow is Vice President and Treasurer of Yahoo, Inc.** She is responsible for capital markets, foreign exchange, investments, cash operations, credit cards, insurance and risk management. Prior to Yahoo, Debra was Founder of Debra Crow, Treasury Consulting. She was a Principal at Ernst & Young's Treasury Consulting practice and worked at the firm for 8 years. She has expertise in Global Treasury, In-House Banking, FX, Investments, Capital Markets and treasury technology.



**Johan Nystedt is Vice President of Global Treasury for Levi Strauss & Co.** He is responsible for leading the global treasury department, including Capital Markets, Corporate Finance, Treasury Operations, Corporate Development, Benefit Investments, and Investor Relations. Johan is a corporate officer, member of the Finance Leadership team and the Investment Committee. Prior to joining Levi he held senior roles at Kraft Foods Inc., Altria Group, Inc., and Philip Morris International.



## LUNCH KEYNOTE ADDRESS:

12:10 P.M.

### *How Cryptocurrency Impacts Payments, FX and the Backbone of Treasury*

*Although public interest in Bitcoin has waned as the value of Bitcoin has trended slowly but steadily down since January of last year, the virtual currency space remains quite hot, at least judging from the venture deals recently closed by start-ups in the space. This panel of experts, which spans the start-up world as well as the most mainline of U.S. financial institutions will discuss what they think is interesting about Bitcoin and other virtual currency technologies as well as what's not. You might not finish lunch with a complete understanding or agree that these technologies represent a paradigm shift in treasury management, but you will leave challenged on how you view this potential game changer for treasury professionals.*



**PANEL MODERATOR:**  
**Thomas Brown is a partner at Paul Hastings, LLP.** He is based in the firm's San Francisco office. Mr. Brown's practice focuses on competition law and legal issues affecting the financial services industry. In addition to strategically

advising payment systems and financial services clients across a broad spectrum of regulatory issues, he has litigated notable antitrust cases, including class actions, in the financial services industry for more than fifteen years. Immediately prior to private practice, Mr. Brown was Vice President, Senior Counsel at Visa U.S.A. Inc. There he was responsible for managing the aftermath of the settlement of Visa Check/MasterMoney Antitrust Litigation, including the dozens of consumer class actions that were filed following the settlement.



**Andrew Dresner is the Head of Integrated Payments Strategy Group at J.P. Morgan Chase.** Andy joined JPMC from Oliver Wyman Financial Services, a strategic consultancy, where he was a partner in the Retail and Business Banking practice. Andy has more than 20

years experience providing strategic counsel to all corners of the payments industry. His most recent clients have included leading networks, acquirers, issuers and processors, as well as payments indus-

try utilities. He has also performed commercial diligence for the private equity community on both legacy and emerging payments properties, both in North America and Europe.

**Marwan Forzley is the CEO of Align Commerce,** a next generation Payment Service Provider (PSP) for global commerce. His past experiences include being the former General Manager of eCommerce and Strategic Partnerships at Western Union Digital as well as Founder and CEO of eBillme, the online banking payment option for e-commerce providers (which was later sold to Western Union). He was at Nokia as well, where he focused on large scale eCommerce infrastructures, mobile payments and content delivery; and before that, Vienna Systems, a startup that was later acquired by Nokia. As the creator of eBillme, Marwan is regarded as an expert in payments system and infrastructure and is frequently called on by major publications to comment on the evolving dynamics of the industry including: CNN Money, Fox News, Internet Retailer, Forbes, Business Week and e-Commerce Times.



**Chris Larsen is CEO and Co-founder of Ripple Labs,** creators of Ripple technology that enables the free and instant exchange of money. Mr. Larsen also cofounded and served as CEO of Prosper, a peer-to-peer lending marketplace, and E-LOAN, a publicly traded online lender. Mr. Larsen serves at the Board and Advisory levels at numerous companies and organizations including: Progreso Financiero, Betable, CreditKarma, and Electronic Privacy Information Center (EPIC). Mr. Larsen holds an M.B.A. degree from Stanford University and a B.S. degree from San Francisco State University, where he was named the 2004 Alumnus of the Year.



**Register online  
March 30<sup>th</sup> to April 15<sup>th</sup>  
for your  
Early Bird discount  
[www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)**

## 26th SAN FRANCISCO TREASURY SYMPOSIUM • MAY 1, 2015

# SCHEDULE OF EVENTS

- 7:30 AM–8:20 AM**     **REGISTRATION AND CONTINENTAL BREAKFAST**
- 8:20 AM–9:20 AM**     **MORNING KEYNOTE PANEL (Details On Page 2)**  
***Treasury as a Business Partner: Forming Successful Strategic Alliances***  
Moderator, **THOMAS HUNT, AFP**; **ERIC BALL, Oracle Corporation**; **DEBRA CROW, Yahoo, Inc.** ;  
**JOHAN NYSTEDT, Levi Strauss & Co.**
- 9:20 AM–9:40 AM**     **REFRESHMENT BREAK**
- 9:40 AM–10:40 AM**     **SESSION ONE**
- 1A *Leadership Lessons For Future CFOs*—Eric Ball, Oracle Corporation  
1B *Using Monte Carlo Simulations To Optimize A Share Buyback Grid*—Aamer Hai, Altera Corporation  
1C *The Evolution Of Technology—Is Your Bank Keeping Up?*  
Brad Stewart, Wells Fargo Bank; Praveer Kumar, Finxera Inc.  
1D *Got Cash? Driving Returns On Global Operating Balances*—Saif Ashraf, Google, Inc.
- 10:40 AM –10:55 AM**     **REFRESHMENT BREAK**
- 10:55 AM –11:55 AM**     **SESSION TWO**
- 2A *A Match Made In Heaven—When Tax And Treasury Collaborate*  
Chris Ginieczki, McKesson Corporation; Rita McLean, McKesson Corporation  
2B *Cyber Crime: Beware Of Multi-Dimensional Attacks*  
Russell S. Ellsworth, MUFG Union Bank; Michelle Hon Donovan, Duane Morris LLP  
2C *Why Municipal Bonds—An Institutional Perspective*—Tim McGregor, Northern Trust; Jen Shen, Google, Inc.  
2D *Managing International Cash From One Account—Intel's In House Cash Project*—Regan Nanbara, Intel Corp.
- 12:10 PM–1:40 PM**     **LUNCH KEYNOTE PANEL (Details On Page 3)**  
***How Cryptocurrency Impacts Payments, FX and the Backbone of Treasury***  
Moderator, **THOMAS BROWN, PAUL HASTINGS LLP**; **ANDREW DRESNER, J.P. Morgan Chase**;  
**MARWAN FORZLEY, Align Commerce**; **CHRIS LARSEN, Ripple Labs**
- 1:55 PM–2:50 PM**     **SESSION THREE**
- 3A *Demystifying Asia—Best Practices For Treasury In A Complex And Evolving Region*  
Jenny Young, DBS Bank; Dr. Mads Lauritzen, McKinsey & Co.  
3B *From Start Up To Build Up—Building A Foreign Exchange Program At Twitter*—Elmer Dispo, Twitter, Inc.  
3C *Centralizing Treasury Operations Across The Globe—The Pros And Cons Of An In-House Bank*  
Anuj Kanwar, HSBC Bank; Dette Lazo, Levi Strauss & Co.  
3D *In Or Out? Choosing To Invest In House Or Using An External Manager*  
Geoff Nolan, eBay Inc.; Eugene Spevakov, Marvell Technology Group
- 2:50 PM–3:10 PM**     **REFRESHMENT BREAK**
- 3:10 PM–4:00 PM**     **SESSION FOUR**
- 4A *Treasury Leadership In The C-Suite*—Odette Go, Lam Research Corporation  
4B *Ready, Set, Hedge*—Albert Huang, LinkedIn Corporation; Michael Haase, Workday, Inc.;  
Helen Kane, Hedge Trackers, LLC  
4C *Integration 2.0—The Business Case For ISO 20022 XML*—Rene Schuurman, Citibank; Borys Antoniewicz,  
PricewaterhouseCoopers  
4D *The Balancing Act: The New Normal Of Managing Liquidity In A Basel III World*  
Nancy Arms, Bank of America Merrill Lynch; Barbara Landolt, CSAA Insurance Group
- 4:00 PM–4:15 PM**     **REFRESHMENT BREAK**
- 4:15 PM– 5:10 PM**     **SESSION FIVE**
- 5A *Hot Topics For Hot Companies*—Jeanne Castro Schmidt, Treasury Management Solutions; Stefanie Layne,  
Box Inc.; Karthik Chandran, Twitter, Inc.; Svetlana Arispe, Boku, Inc.  
5B *A Peek Inside A Treasury Quant's Toolbox: Financial Models, Resources And How To Build Your Own*  
David Smith, Adobe Systems  
5C *The Road To Implementing An ERP System—Avoiding The Potholes And Arriving On Time With Gas Left In The Tank*  
Jody Lutz, PNC Bank; Sandra Tullis, Flextronics International Ltd.  
5D *The Brave New World of Liquidity Investing: How Can Corporate Cash Investors Prepare?*  
John T. Olivo, Goldman Sachs; Tina Kobetsky, VMware, Inc.
- 5:10 PM –7:00 PM**     **RECEPTION**

# 26th Annual San Francisco Treasury Symposium

**Register Early at  
[www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)**

San Francisco Treasury Symposium Registrations will be limited and will be accepted online at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) beginning on Monday, March 30<sup>th</sup>. See page 6 for printed version.



**\$375 Postmarked or online by April 15, 2015**  
**\$475 Postmarked or online after April 15, 2015**

## *Sponsors For 2015*

The 26th San Francisco Treasury Symposium would like to thank and give a special recognition to this year's sponsors for their generous support of our event. Many sponsors have been with us since the beginning and we are also pleased to welcome our new sponsors.

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Approved for up to 5.6 FP&A recertification credits and up to 8 CTP/CCM recertification credits by the Association for Financial Professionals.



Submit questions at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) using the "Contact Us" tab.

 **San Francisco  
Treasury Symposium**



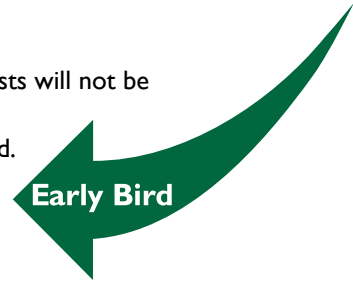
# San Francisco Treasury Symposium

## 2015 REGISTRATION INFORMATION

Register Early at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org)

- San Francisco Treasury Symposium Registrations will be accepted online at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) beginning on Monday, March 30th.
- Use this form to register and pay by mail. Please indicate below the sessions you will be attending. Pre-selection of event sessions is required.
- A confirmation *will not* be mailed to you.
- A \$25 fee will be assessed on registration transfers and/or refund requests. Requests will not be accepted after April 24, 2015.
- Registration forms will not be processed unless the liability disclaimer is completed.

**SYMPOSIUM FEES:** \$375 **Postmarked or online by April 15, 2015**  
 \$475 **Postmarked or online after April 15, 2015**  
 \$475 **Onsite registration**



**Early Bird**

**PAYMENT METHOD:** **Check:** Amount enclosed \$\_\_\_\_\_ Make *Check Payable To: San Francisco Treasury Symposium*, Tax identification No. 93-1180090 and mail this registration form along with the check to: San Francisco Treasury Symposium, P. O. Box 2702, San Francisco, CA 94126-2702

**Credit Card:** Please go to [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) and follow the links to register

**QUESTIONS:** Submit questions at [www.sftreasurysymposium.org](http://www.sftreasurysymposium.org) using the "Contact Us" tab.

**NEW LOCATION:** The Park Central San Francisco, 50 Third Street, San Francisco, CA 94103

**CONFERENCE REGISTRATION:** (Please print)

Last name \_\_\_\_\_ First name \_\_\_\_\_  
 Title \_\_\_\_\_ Company \_\_\_\_\_  
 Address (Street, City, State, Zip) \_\_\_\_\_  
 Telephone \_\_\_\_\_ Email \_\_\_\_\_

**PLEASE CHECK THE SESSIONS (view on page 4) THAT YOU WILL BE ATTENDING:**

SESSION ONE	<b>9:40 AM to 10:40 AM</b>	<input type="checkbox"/> IA	<input type="checkbox"/> IB	<input type="checkbox"/> IC	<input type="checkbox"/> ID
SESSION TWO	<b>10:55 AM to 11:55 AM</b>	<input type="checkbox"/> 2A	<input type="checkbox"/> 2B	<input type="checkbox"/> 2C	<input type="checkbox"/> 2D
SESSION THREE	<b>1:55 PM to 2:50 PM</b>	<input type="checkbox"/> 3A	<input type="checkbox"/> 3B	<input type="checkbox"/> 3C	<input type="checkbox"/> 3D
SESSION FOUR	<b>3:10 PM to 4:00 PM</b>	<input type="checkbox"/> 4A	<input type="checkbox"/> 4B	<input type="checkbox"/> 4C	<input type="checkbox"/> 4D
SESSION FIVE	<b>4:15 PM to 5:10 PM</b>	<input type="checkbox"/> 5A	<input type="checkbox"/> 5B	<input type="checkbox"/> 5C	<input type="checkbox"/> 5D

**LIABILITY DISCLAIMER:** I hereby hold harmless the officers, promoters, lessees, and lessors of the 26th San Francisco Treasury Symposium, including San Francisco Treasury Management Association and Silicon Valley Association for Financial Professionals for any loss or injury to myself or others or my property or the property of others which may occur due to my voluntary participation in this event.

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

**2015 San Francisco Treasury Symposium**  
**May 1, 2015, 7:30 a.m. to 7:00 p.m.**

**New Location:** The Park Central San Francisco, 50 Third Street, San Francisco, CA 94103 • Tel: 415-974-6400