



## CFO VISION 2015

November 11–13, 2015

CFO Journal

The CFO Program would like to help you build your eminence with an opportunity to be featured in a separate Module with content written and compiled by Deloitte, which Deloitte sponsors inside WSJ Digital's online [CFO Journal](#).

Content for the Deloitte Module, covering a range of topics of interest to senior executives, is written by a Deloitte team of experienced business journalists. The Wall Street Journal News Department is not involved in the creation of the content in the Deloitte Module.

You and others in your organization would be able to review and approve the article before it is published. Articles may feature your commentary exclusively or the commentary of a small number of CFOs, depending on the topic. As you can see from the articles linked below, articles tend to focus on executives' experiences and lessons learned.

[Driving Culture Change in Finance: Tom Scalera, CFO, ITT Corporation](#)

[Finance in the Cloud: Workday CFO Mark Peek and CAO Robynne Sisco](#)

[SAP CFO Luka Mucic: Driving Insight with In-memory Technology](#)

[Leading Global Expansion: Judy Brown, CFO, Perrigo Company plc](#)

[Shifting CFO Market Suggests Future Recruiting and Talent Challenges](#)

[Effective IR: Becoming a Trusted Proxy for Management](#)

[For Apria Healthcare CFO Debby Morris, Data Analytics Brings Greater Visibility](#)

[Westinghouse Electric CEO Danny Roderick on Business Transformations](#)

[Driving Individual Innovation: Mark Buthman, CFO, Kimberly-Clark](#)

[Embedding Finance in the Business: Chris Striano, CFO, Blackstone Private Equity and Tactical Opportunities](#)

If you would like to be interviewed, the Deloitte editor and one of her writers would need 30-45 minutes of your time either at the CFO Vision Conference or at a future date to be mutually agreed upon. Questions to guide the discussion would be provided in advance for your review.

Please let us or your LCSP know if this opportunity interests you, and if so, arrangements will be made based on your schedule. For more information on the Deloitte Module of the *CFO Journal*, please contact [Pat Brown](#).

Thank you for your consideration.  
CFO Program, Deloitte LLP

**CFO Vision 2015: Change. Challenge. Opportunity.**

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