ASIAN INSTITUTE OF MANAGEMENT
SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

# Chief Finance Officer Leadership Development Online Program

## Learn How to Shape the Company's Long-term Strategy and Become Valuable Financial Leaders of the Organization

**April 2022**

SCHOOL OF EXECUTIVE EDUCATION AND LIFELONG LEARNING

# Chief Finance Officer Leadership Development Online Program

Learn How to Shape the Company's Long-term Strategy and Become Valuable Financial Leaders of the Organization

## OVERVIEW

In this period of economic uncertainties, every downturn is daunting. Financial rigor and strategic acumen are invaluable assets that will help new and seasoned CFOs navigate through the turbulent times. CFOs must position themselves as sound business partners to the CEO and the rest of the management team in shaping the company's long-term strategy to achieve profitable growth.

The CFO Strategic Leadership Development Program will provide enhanced tools, techniques, and resources that complement traditional levers in financial leadership. Participants will gain a deeper understanding of valuable corporate approaches to develop strategic thinking, flawlessly execute plans, and manage change with breakthrough solutions. The program will help CFOs see their role from a different perspective, turning themselves into transformative and innovative leaders of organizations.

## PROGRAM OBJECTIVES

- Deepen the participants' understanding of corporate strategy, FinTech, business model innovation, continuous improvement, data science, and business analytics
- Develop the participants' strategic thinking, ability to execute plans with excellence, and ability to lead and manage change within the organization
- Practice the "Shift of Mind" framework for understanding complexities by viewing systems as a whole and using the big picture to leverage breakthrough business solutions

## WHAT YOU WILL LEARN

- The CFO as the Strategic and Agile Leader
- Systems Thinking as Applied in Business
- Driving Organic Growth Through LEAN Six Sigma
- Design Thinking for Business Model Innovation
- Leverage FinTech as a Competitive Advantage
- Better Decision-making Through Data Science and Business Analytics
- Leading and Managing Change
- Excellence in Execution
- Strategic Prioritization Through One-on-one Coaching

## KEY BENEFITS

At the end of the 12 half-days, participants will be able to:

- Expand their strategic leadership skills and increase capacity as a trusted business advisor to the CEO
- Generate operational strategies through continuous improvement and excellence in execution
- Leverage a suite of mental models to identify and drive digital, customer-centric, and profitable sources of business growth
- Think systematically, strategically, and creatively to evaluate options to solve business issues
- Drive a better decision-making process through data science and business analytics
- Appreciate digital opportunities in FinTech

## WHO SHOULD ATTEND

The CFO Strategic Leadership Development Program is a must for financial executives responsible for developing and implementing strategy as part of their leadership roles. Participants may include Business Owners, Chief Financial Officers, Finance Managers, Controllers, Accounting Managers, and other executives with strategic and financial responsibilities.


**FOR INQUIRIES:**
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## PROGRAM SCHEDULE

BATCH 1: October 5 to November 11, 2021
October 5, 7, 12, 14, 19, 21, 26, 28, November 3, 4, 9, 11, 2021
1:30 PM to 5:00 PM (GMT+08) on all dates

BATCH 2: April 5 to May 12, 2022
April 5, 7, 12,14, 19, 21, 26, 28, May 3, 5, 10, 12, 2022
5:30 to 9:00 PM (GMT+08) on all dates

## PROGRAM FORMAT

Delivered online via live virtual interactive sessions in Zoom

## PROGRAM FEE

PHP 75,000.00 or USD 1,500.00*
*Based on USD 1 = PHP 50. The prevailing exchange rate at the date of payment may apply.

Let us know if you are interested to avail of early bird/group discount or discuss payment terms.

## YOUR PROGRAM FACULTY



**Alberto G. Mateo, Jr.**
Clinical Professor, Finance and Leadership
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

To find out how you can participate, contact us at SEELL@aim.edu or visit https://go.aim.edu/seellinquiries

Download our latest program calendar at https://go.aim.edu/seellprogramcalendar

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# Learning Content

The CFO Strategic Leadership Development Program will run for 12 half-days following an afternoon schedule.





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# Your Program Faculty



**Alberto G. Mateo, Jr.**
Clinical Professor, Finance and Leadership
Head, School of Executive Education and Lifelong Learning
Asian Institute of Management

Professor Alberto G. Mateo, Jr. is a seasoned business leader, educator, and certified coach. He earned his coaching certification from the NeuroLeadership Institute and is currently a practicing executive coach. Professor Mateo brings with him thirty-four years of progressive experience in the fields of general management, finance, human resources, and management education with multinational sales organizations and academic institutions. He is currently the Head of the School of Executive Education and Lifelong Learning at the Asian Institute of Management. Before joining AIM, he was the President and Managing Director of HP Inc. and Pfizer, Inc. in the Philippines.



**Edgar D. Flores**
Adjunct Faculty
Asian Institute of Management

Ed Flores is a project manager, coach, consultant, trainer, leader and mentor of continuous improvement for many years in multi-national companies like in Mitsumi, Essilor, Pfizer and Shell with project experiences across various industries and functions like in manufacturing, BPO, pharmaceutical, finance, sales, marketing, operations, logistics, HR, IT and procurement.

A practicing Black Belt,Ed is instrumental in the deployment of continuous improvement program in Essilor-Optodev manufacturing plants, in Pfizer in all its commercial operations offices located in 13 countries of Asia, and in Shell in its finance operations also in Asia region. Apart from being an adjunct professor at AIM, Ed is also a Sr. Consultant of Kaizen Institute and the Founder Managing Consultant of INNOSIGMA Consulting.



**Antonio Ma. C. Perez**
Adjunct Faculty
Asian Institute of Management

Prof. Antonio Ma. Perez teaches Systems Thinking, Balanced Scorecard, Quantitative Analysis and Operations Management. Prior to joining AIM, he was a regular lecturer in Operations Management and Decision Analysis in the MBA program of the Malaysian Institute of Management in Kuala Lumpur. Prof. Perez obtained his MBA degree from the University of California Los Angeles (UCLA) with major in Management Information Systems. He was elected member to the Beta Gamma Sigma, the national honor society for students in Business Administration in the U.S.A. He completed a course on Systems Dynamics at the Massachusetts Institute of Technology.

AACSB ACCREDITED

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**Madhavi Devaraj, PhD**
Associate Professor, Data Science
Asian Institute of Management

Prof. Madhavi Devaraj, PhD is an Associate Professor at the Asian Institute of Management. She has a PhD in Computer Science at the Dr. APJ Abdul Kalam Technical University, a Master of Philosophy in Computer Science and a Master of Computer Applications at the Madurai Kamaraj University, and a BSc in Mathematics at the Bharathidasan University. She was also a Distinguished Professor at the Mapua University, an Assistant Professor at the Babu Banarasi Das University, a Guest Lecturer at the National PG College, an Academic Counselor at the Indira Gandhi National Open University, a Lecturer at the Invertis University, a Part-time Associate Faculty at the UPTECH Consultancy Ltd, and a Data Science Lead at Accenture Technology. Her expertise lies in Machine Learning, Artificial Intelligence, Applications of Data Science, Project Management, Python R Programming, Data Visualization, Data Mining, Advanced Data



**Roman Matousek**
Adjunct Faculty
Asian Institute of Management

Roman Matousek is Professor of Financial Economics in Queen Mary University of London. Before joining QMUL, Roman served as Director of Research Excellence and Director of the Global Centre for Banking and Financial Innovation (GCBFI). Prof. Matousek is also a member of the prestigious Chartered Association of Business Schools (ABS) International Committee.

Roman Matousek is Distinguished International Professor at Tongji University, Shanghai, China and Honorary Professor, School of Social Sciences, Business and Management Studies, University of Dundee, Scotland. Roman has been appointed as the Visiting Research Economist at SEACEN Centre in Kuala Lumpur, Malaysia, where he leads a project on "Cross-border interbank contagion risk analysis". He received a prestigious Pew Fellowship from Walsh School of Foreign Service at Georgetown University, (USA) and was a Visiting Professor at Tohoku University, Sendai, Japan.

Roman holds/held the appointments on the editorial boards of several journals including Associate Editor of the Journal of Banking & Finance, Journal of International Financial Markets, Institutions & Money (Elsevier), Managing Editor of International Journal of Monetary Economics and Finance.



**Jose Gerardo O. Santamaria, PhD**
Associate Professor, Leadership
Asian Institute of Management

Prof. Jose Gerardo O. Santamaria, PhD is an Associate Professor at the Asian Institute of Management. He has a PhD Psychology, a Master in Arts in Psychology, a Bachelor of Science in Business Administration at the University of the Philippines, and a Master in Business Administration at the Baruch College. He was also an Assistant Professor at the University of the Philippines, a Faculty at the Indonesian Institute for Management Development, a Professional Lecturer at the De La Salle University, a Director for Employee and Organizational Development at Branders.com, Inc., a Senior Director in Consulting at the Arthur Andersen, Inc., a General Manager at Change Management PT Smart Corporation, a Finance and Planning Manager at Shell Gas Eastern, Inc., a Philippines Issues Management Coordinator at Pilipinas Shell Corporation, a Senior Financial Analyst at Citibank, a Financial Control at Bank of New York Co., and an

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# Earning a SEELL Post-Graduate Certificate and Diploma

SEELL offers Post-Graduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner.

By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Post-Graduate Certificate in an area of their choice, and ultimately, a Post-Graduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

## EARNING CREDENTIALS

Successfully completing the program earns participants **two (2) units** which can be credited to the following:

- Post-Graduate Certificate in Financial Management
- Post-Graduate Certificate in Marketing Management
- Post-Graduate Certificate in Human Resource Management
- Post-Graduate Certificate in Operations Management

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*Post-Graduate Certificates require five (5) units earned within two (2) years.

Participants will also earn **two (2) units** which can be credited to the following:

- Post-Graduate Certificate in Basic Management
- Post-Graduate Certificate in Management Development

Participants will also earn **two (2)** units which can be credited to the Post-Graduate Diploma in Management.

*The Post-Graduate Diploma in Management requires a total of twenty (20) units earned within three (3) years.

## ELIGIBLE PROGRAMS

For guidance on other eligible programs for Post-Graduate Certificates and designing your learning journey with SEELL, please email us at SEELL@aim.edu or visit our website at https://executiveeducation.aim.edu

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