



SCHOOL OF EXECUTIVE EDUCATION
AND LIFELONG LEARNING

Chief Finance Officer Leadership Development

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

Program starts in October 2023



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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 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

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



FOR INQUIRIES:
School of Executive Education and Lifelong Learning, Asian Institute of Management
Eugenio Lopez Foundation Building, Joseph R. McMicking Campus
123 Paseo de Roxas, Makati City Philippines 1229
SEELL@aim.edu | +632 8892 4011 | www.aim.edu

PROGRAM SCHEDULE

Live Online Sessions

October 11, 13, 16, 18, 20, 23, 25, 27, 30,
November 3, 2023

5:30 PM to 9:00 PM

Face to Face On-Campus

November 6, 2023

8:30 AM to 5:00 PM

(GMT+08) on all dates

PROGRAM FEE

PHP 75,990.00 or USD 1,382.00*

*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>
<https://go.aim.edu/seellprogramcalendar>

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



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.

Learning Content

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





Your Program Faculty



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

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.



Christian M. Orias
Adjunct Faculty
Asian Institute of Management

He is currently an ITIL expert, CMO-OE, CMBB, PMP, CISA, CISM, CGEIT, CRISC, ISO 27001, and 9001 Lead Auditor. He has held various positions from Philippine Electricity Market Corporation as Executive Member of the Audit Committee, Cogniseed Consulting, Inc., as Managing Director and President, Teletech Philippines, Inc., as Director for Human Capital Advanced Business Analytics and Reporting, United Health Group Company as Six Sigma Master Black Belt, Oracle Corporation as Principal I.T. Business Implementations Analyst for APAC and Japan, Hewlett Packard (Asia Pacific) Company as Site Quality and Compliance Manager, British Standards Institute - Neville Clark Corporation as Senior Manager Consultant, and Intel Corporation as Senior Product Quality Engineer.

He completed his two engineering degrees from the University of Santo Tomas (Master of Science in Management Engineering and Bachelor of Science in Electrical Engineering).





Enrique J. Martinez
Adjunct Faculty
Asian Institute of Management

Enrique Martinez is an alumnus of the Asian Institute of Management. He completed his final academic semester at EBS Universität in Frankfurt, Germany, to take up subjects in supply chain planning and design, product management, and real estate finance. He has substantial experience in the Petroleum Distribution and Real Estate Development Industries. In the petroleum distribution, he created a distribution and franchise system for household LPG and has helped design the financial statements for franchisees and territory area. In real estate development, he was actively involved in developing a township project, land best use studies as well as managing several real estate projects such as petroleum depots, commercial arcades, and warehouse facilities.

In his career, he was able to apply models that enable firms to simulate real-life supply chain and distribution operations combining a solid weld between theory and business practice. He has recently worked with fellow academe in government policy for creating simulation models for quantifying windfall tax proceeds in real estate and has developed several instruction materials with models for topics on operations management.



Rafael L. Camus
Clinical Professor
Asian Institute of Management

Rico has 14 years of management experience in Sales and Marketing, covering various products and industries, including consumer pharmaceuticals and mobile telecommunications. He moved over to the media industry in 2003, with ABS CBN Corp., as convergence became a buzzword and retired there after 17 years in different divisions and responsibilities. His most recent responsibility as Innovation Officer involves consulting with the operating business units and building a culture of innovation. He holds an MBA, with a concentration in Marketing and a minor in Decision Sciences, from the Wharton School of the University of Pennsylvania.



Rebecca R. Ricalde
Adjunct Faculty
Asian Institute of Management

Rebecca Ricalde began her professional career at Nestle Philippines in 2003, where she went from Sales and Marketing Trainee to Channel Sales Development Manager in four years' time. After obtaining her MBA in the United States in 2011, she became Operations Manager for the Pathways Leadership Program in Arizona and then moved to Amazon in Seattle as its Worldwide Customer Returns Program Manager.

Upon her return to the Philippines in 2013, Professor Rebecca took on the position of Senior Marketing Manager at Ayosdito.ph before joining Voyager Innovations, Inc. as its Assistance Vice President for Digital Commerce. Before joining AIM, Professor Rebecca was the Senior Vice President for Customer Experience at Lazada E-Services Philippines.





Earning a SEELL Postgraduate Certificate and Diploma

SEELL offers Postgraduate 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 Postgraduate 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:

- Postgraduate Certificate in Financial Management
- Postgraduate Certificate in Leadership and Management
- Postgraduate Certificate in Strategy Management

**Postgraduate Certificates require five (5) units earned within two (2) years.*

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

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

ELIGIBLE PROGRAMS

For guidance on other eligible programs for Postgraduate 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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