**November 14, 12-1 PM - Webinar**

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| **Registration** |
| **Payment** | $0 Members / $25 Non-Members |  |
| **Attendees** | All members, non-members |  |
| **CEU** | Earn up to # CTPs / #FP&A |  |
| **Presentation/ Webinar** |
| **Name** | **Mark O’Toole** |  |
| **Title** | **Head of Sales & Marketing Americas**  |  |
| **Company** | **Cashforce** |  |
| **Presentation** | *The big business of big data in liquidity risk management* |  |
| **35-word description** | As ‘Fintech innovation’ rapidly gains acceptance within treasury and finance departments, we discuss how companies can benefit from big data, automation & machine learning. By gaining better insights into their cash, forecasting and working capital, this enables actionable decisions, cost reduction while also becoming a strategic linchpin to the organization. How can the right technology enable real-time liquidity risk management, what value does it bring and what can we expect for the future of liquidity management? |  |
| **Photo** | Mark O&#39;Toole |  |
| **Bio** | Mark O’Toole is Head of Sales & Marketing Americas for Cashforce. Mark is a global thought leader on the topics of Commodity, Treasury, Trading, Risk & Capital Markets delivering complex cloud-based enterprise software solutions. He boasts proven business development performance penetrating new markets in Americas/EMEA/APAC) and growing market share, selling sophisticated enterprise software solutions & professional services. He also has a consistent track record developing teams & exceeding Booking, Revenue and Budget Targets. His proven ability to lead & develop profitable & scalable service organizations & divisions with high customer satisfaction are proof of his excellent client interfacing skills with all levels of management - end-users, senior executives, 3rd parties. He has also developed effective product management / marketing and GTM strategies. And, as a highly-effective manager, he has built and directed motivated, cross-functional teams across multiple locations. |  |