

# PROFORMATIVE

Contact: T. Babbi

Tel: (408) 400-3993

E-Mail: [press@proformative.com](mailto:press@proformative.com)

## **The CFO as “Chief Future Officer” to Take Center Stage at Proformative’s Annual CFO Dimensions Conference**

*The premier conference for CFOs and corporate finance leaders will focus  
on solutions for driving strategy, leadership and innovation across the enterprise;  
October 19 – 20, 2015 at the Conrad Hotel, New York City*

San Jose, CA – October 29, 2014 – Proformative, the largest and fastest growing educational resource for corporate finance professionals, today announced their annual conference for chief financial officers and corporate finance leaders, [CFO Dimensions 2015: The CFO as Chief Future Officer™ - Driving Strategy, Leadership and Innovation](#), will take place October 19 -20, 2015 at the Conrad Hotel in New York City. The two-day event will examine the expansive role of today’s multi-dimensional CFO as visionaries, strategists and innovators responsible for overseeing the financial health of the enterprises they help lead.

*“CFOs are no longer focused solely on the ‘numbers.’ The wide swath of responsibilities the office of the CFO now holds—from finance to HR, IT, administration and operations—is unprecedented and will continue to evolve,” said Proformative CEO John Kogan. “With CFO Dimensions, we’re able to bring CFOs together to share experiences and provide a learning environment for understanding and building upon the core competencies they need to effectively steer their organizations and their careers.”*

[CFO Dimensions 2015](#) will feature four educational tracks with five sessions each, emphasizing insights and tactics for driving strategy, leadership, technology and innovation across the CFO’s organization. The conference will also feature an optional day of pre-event workshop sessions devoted to best practices for CFOs and finance leaders.

*“Without a doubt, CFO Dimensions is a great forum for corporate finance leaders to connect, share insights and learn from other experts,” said Mini Peiris, VP of global marketing for NetSuite (Diamond Sponsor). “The high caliber of attendees and content creates an incredibly rich learning environment.”*

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## **Special Early Registration Rates through December 31**

The full conference registration package includes entrance to all sessions and the expo hall for \$1,099 or \$1,199 with the additional day of workshops. CFOs and other finance executives can take advantage of special registration pricing through the end of the year:

- Conference only, \$250 registration if reserved by 12/31/2014
- Conference workshops and conference, \$300 if reserved by 12/31/2014

To qualify for the special rate, [register here](#). For information, please e-mail [cfod@proformative.com](mailto:cfod@proformative.com).

The conference will be held at the [Conrad Hotel](#) in New York City. Recently named as one of the best hotels in New York by *U.S. News & World Report*, discounted room pricing for attendees will be available on the CFO Dimensions 2015 website.

## **Sponsor Leadership Opportunities**

For solution- and service-provider sponsors, CFO Dimensions 2015 will provide an unparalleled opportunity to connect in person with CFOs and other buyers and influencers. In addition to building relationships with CFOs and senior finance leaders, the event's multi-platform sponsorship opportunities provide companies with an ability to build brand awareness and establish industry authority through a range of thought-leadership opportunities. Companies interested in sponsorship opportunities can e-mail [cfod@proformative.com](mailto:cfod@proformative.com) for information.

## **About Proformative, Inc.**

The largest and fastest-growing online educational resource for the office of the CFO, [Proformative](#) enables finance professionals to make smarter business decisions, connect with their peers, build their skills and advance their careers. In addition to an unparalleled peer-to-peer knowledge-sharing community, members also have access to [Proformative Academy™](#), which provides excellence in online learning for the office of the CFO through highly focused courses taught by experienced finance practitioners. Based in Silicon Valley, CA, Proformative reaches more than 70,000 registered community members and 1.5 million site visitors annually, including corporate finance and related executives at companies ranging from start-ups to the Fortune 500.

## **Learn more about Proformative:**

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