

PROGRAM

07:00 am - 08:00 am Registration and Continental Breakfast

08:00 am - 08:15 am Opening Remarks



James Webb
Executive Director
Center for Financial Reporting and Management
Berkeley-Haas School of Business

08:15 am - 09:30 am Early Lessons from ASC 606 Adoption

MODERATOR
James Webb
Executive Director
Center for Financial Reporting and Management



PANELIST
Susan Fennedy
Professional Accounting Fellow, Office of the Chief Accountant
United States Securities & Exchange Commission

PANELIST
Popi Heron
Vice President & Corporate Controller
Ellie Mae, Inc.



PANELIST
Prabhakar (PK) Kalavacherla
Audit Partner
KPMG

PANELIST
Barbara Marchini-Ellis
Partner
EY



PANELIST
Lynne Triplett
Partner, Accounting Principles Group
Grant Thornton

09:30 am - 09:45 am Break

09:45 am - 10:00 am Welcome



Rich Lyons
Dean
Berkeley-Haas School of Business

10:00 am - 11:00 am Keynote Address



Cathie Lesjak
Chief Financial Officer
HP Inc.

11:00 am - 11:15 am Break

11:15 am - 12:30 pm Firm Valuation



MODERATOR
Panos N. Patatoukas
Associate Professor
Berkeley-Haas School of Business

PANELIST
Alan Jones
Partner, Capital Markets & Accounting Advisory Services
PwC



PANELIST
Jeff Kouchakji
Finance Director, Mergers & Acquisitions
Google

PANELIST
Chad Morrissey
Principal - Deals
PwC



PANELIST
Paul Yeh
Partner
Kleiner Perkins Caufield & Byers

12:30 pm - 01:30 pm Lunch

01:30 pm - 02:45 pm Hot Topics in Technology Accounting



MODERATOR
Omri Even-Tov
Assistant Professor
Berkeley-Haas School of Business

PANELIST
Joe Allanson
EVP, Chief Accounting Officer & Controller
Salesforce.com, Inc.



PANELIST
Julie Cavanna-Jerbic
Past President & Board Member
Financial Executives International, Silicon Valley

PANELIST
Aftab Jamil
Partner, National Leader, Technology Industry
BDO



PANELIST
Nathan Petersen
Senior Director of Finance
Autodesk

02:45 pm - 03:15 pm Break

03:15 pm - 03:45 pm Talent Acquisition



Kristin Rivera
Partner
PwC

03:45 pm - 05:00 pm IPO Readiness

MODERATOR
Yaniv Konchitchki
Associate Professor
Berkeley-Haas School of Business



PANELIST
Grant Casner
Partner, Financial Risk, Transactions & Restructuring
Deloitte

PANELIST
Brian Lightle
M&A Partner
Deloitte



PANELIST
Eric Prengel
Executive Director
J.P. Morgan

PANELIST
Matthew Langdon
Chief Financial Officer
Mulesoft Inc.



PANELIST
Dave Peinsipp
Partner; Co-Head of Global Capital Markets
Cooley

05:00 pm - 06:30 pm Reception

22nd Annual Conference on Financial Reporting THE INTERSECTION OF ACCOUNTING & TECHNOLOGY

The Accounting Faculty at the Haas School of Business are pleased to announce the 22nd Annual Conference on Financial Reporting. This year's conference will explore the accounting-technology relationship and will bring together senior level financial executives to discuss challenges unique to the Bay Area. This year's keynote address is by Cathie Lesjak, Chief Financial Officer for HP Inc.

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Center for Financial Reporting and Management
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Berkeley, CA 94720

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CENTER FOR
FINANCIAL REPORTING
AND MANAGEMENT

Haas School of Business, University of California, Berkeley

22nd Annual Conference on Financial Reporting

The Intersection of Accounting & Technology

FRIDAY, NOVEMBER 10, 2017

GRAND HYATT
SAN FRANCISCO

GENERAL INFORMATION

CONFERENCE WEBSITE

<http://haas.berkeley.edu/CFRM-conference>

DEADLINES & FEES

General Admission - \$495
Webcast - \$395

General Admission limited to the first 300 attendees.
Day-of registration will not be accepted.

CONFERENCE LOCATION

Grand Hyatt
345 Stockton Street
San Francisco, CA 94108
415-398-1234

PARKING & PUBLIC TRANSPORTATION

Valet parking at the hotel is \$67.26 per day. There is
self-parking at an adjacent garage for \$45.00.
Powell BART Station: 0.4 miles from the hotel.

ACCOMODATIONS

Guests needing overnight accomodations can receive our
conference rate by booking directly on the hotel's website:
<https://aws.passkey.com/go/HAAS2017>.
Reservation requests must be made prior to October 20, 2017.

CONTACTS

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