

# Jürgen H. Daum - Professional Profile



Jürgen H. Daum is **Management- and CFO-adviser**, an expert on **finance and performance management**, and is regarded as a **thought leader in enterprise management, leadership and business innovation**.

He has more than 27 years of professional experience as an **entrepreneur**, in **finance and operations management**, in **sales&marketing**, as **new product development project manager**, as **product and business development manager**, and as **management adviser and trainer**.

As **Chief Solution Architect and cofounder of the SAP Executive Value Network** – SAP's best practice network for senior Finance and HR executives and professionals of larger European enterprises - he acts as adviser for CFOs and finance professionals and as a generator of ideas and stimuli for the redesign and transformation of the Finance&Control organization. In addition he organizes and runs executive roundtables ('SAP DACH Executive Dinner') for CEOs, CFOs, Chief HR Officers and other business executives

In addition, he is the **author of several books**, regularly publishes in professional journals, is a **regular event speaker**, **conceives and leads conferences**, and organizes and runs **workshops and seminars for executives and professionals**. In addition, he is engaged in several research networks and in **thought-leadership work as author, conference speaker and lecturer and as a trainer** in seminar and workshop activities. He **maintains strong personal relationships to many top executives and functional senior executives and professionals** of European companies and maintains a large international network with academics, key players in management consultancy, with business and executive organizations and with other thought leaders.

Before his current position he worked **5 years in the product development organization at SAP** (as product manager of EC enterprise controlling, as project manager of the SAP Strategic Enterprise Management/SAP SEM new dimension products development project, as product manager SAP SEM and in charge of global roll-out and business development, and last as Director Program Management/Product Manager SAP Financials). He **started at SAP in sales at SAP Germany**. After 2 years he changed into an international role and became **Application Support Manager Europe** in charge of building-up a network of local application support and product presales people in the European countries. Prior to joining SAP he was **CFO and COO of a midsized IT company in Germany**.

He combines an entrepreneurial mindset and behavior with a strong target-oriented commitment and develops creative, innovative and pragmatic solutions 'to make things really happen'. He is more 'creator' than 'administrator'. His professional roles over his entire career always included successful transformation and innovation in and of the areas he was in charge of. He is a strong strategic and analytical thinker and has strong communication and customer interaction skills. He also is an excellent moderator with senior executives and generates initiative and vision in customer relationships. He communicates and networks effectively across different levels in customer organizations (with top management, senior executives and with professionals and project managers) and across different functions.

## **Years of experience**

- 24 years in IT industry
- 19 years with SAP
- 9 years as author, speaker, conference organizer/moderator, consultant, management adviser and trainer
- 8 years in General Management, Finance and Operations Management (outside SAP)
- 5 years in product development (new product development-, global product- + business development-mngmt.)
- 5 years in sales and presales

## **Professional Background**

- SAP, Chief Solution Architect, SAP Executive Value Network/Best Practice Network EMEA, 9 years
- SAP, Director Program Management SAP Financials and Global Product Manager SAP SEM / R/3 EC, 5 years
- SAP, Sales Germany and Application Presales Support Manager EMEA, 5 years
- Midsized IT company (Germany), CFO and COO and member of the management board, 5 years
- Sportswear company (Germany), cofounder and Managing Director, 3 years,

## **Education**

- Five-stage Controller Course at the Controller Akademie Gauting/Munich, Germany
- Studies in business administration at the Distance University of Hagen, Germany
- Studies in philosophy, political science and history at the University of Freiburg, Germany

## **Top 6 Issues I Help Customer Business Executives and Professionals To Address**

- Advising on how to approach finance transformation and on best and next practice in finance and performance management (and providing them with a holistic picture of best practice cases of other companies)
- Providing orientation at the start of business or finance transformation programs to identify the focus areas
- Helping customers to work out strategies and practical and innovative solutions to advance their business performance themselves and to minimize need for consulting services
- Programming and facilitating high quality executive network events (internal events or cross-company events)
- Providing focused insight in and orientation in regard to emerging new business topics
- Providing insight in economic and business trends and in the resulting future challenges for enterprise management (i.e. in general management/strategy, finance, HR, and other corporate functions)

## **Top 5 Ways I Help Global Customer Operations/Sales at SAP**

- Helping to understand the CFO agenda of our customer and to find an entry into the CFO office and to senior finance executives of an account
- Engaging the finance and HR community of an account in the SAP Executive Value Network (i.e. in the SAP ecosystem) and supporting AEs in their first contact with the CFO or other senior business execs of their customer

- Providing insight into an account from a business executive perspective (that complements the picture from the IT-side) through my personal network with business executives of customers (CFOs, Chief HR officers, CEOs, business units heads, other functional heads)
- Advising on current trends in the industry from a business executive/strategic perspective and helping to understand what that means in terms of current and future demand for SAP solutions and support
- Supporting development of strategies to engage with customers on business executive level (finance and others) and the first activities 'to make it happen'

### **Roles/Functions That Potentially Benefit from my Research and Support**

- Finance
- General Management / Strategic Planning
- R&D / Product Development (including third-party software firms)
- Strategic Marketing / Sales
- Consulting (in-house or management consulting firms)
- HR and IT

### **Typical Activities in Current Role:**

- Help the group controller of a large multinational to understand current best practice in 'beyond budgeting' in order to set-up program to re-engineer group-wide forecasting and planning process and then to run the program (over 1,5 years through a series of workshops, site visits at other clients and personal advise)
- Definition of 'theme program' for the next 6-12 months of SAP's Executive Value Network (EVN) for Finance + theme selection/event programming for CFO roundtables and Best Practice Workshops for senior finance professionals, initial 'setting the scene' presentation, moderation of the event and of a panel discussion
- 30 min to 1 hour exploratory meeting with the CFO of a EVN member prospect to inform him/her about the EVN activities, to raise interest in the network and to find common ground of interest to continue with the next steps (e.g. invitation to CFO roundtable or customer site visit, invitation of his people to other events or other kind of follow-up to start engagement process)
- Advise the account executive of large SAP customer how to engage the CFO/Finance organization of his customer into the SAP ecosystem (customer just started major finance transformation program) + run a customer specific workshop to attract finance execs to the SAP EVN for Finance.
- Support for the conception of external (non-SAP) executive event and serve as speaker and moderator of event (such as CFO Symposium of the University of Mannheim) in order to create leads for the SAP EVN for Finance and to make the acquaintance with potential speakers for our own events.

### **Top 3 Trends I See in Business:**

- Mastering volatility and change and preparation for the next downturn or crisis
- A new focus on competitiveness (beyond just incremental improvements) and to apply a 'sustainable enterprise management' approach to drive effectiveness (from a customer and stakeholder perspective) and productivity of the business organization
- The 'big transformation' of the (world) economy and of society that is currently gaining speed + the resulting demand for new and better general and business management-, organizational-, Finance and HR-concepts

## Jürgen H. Daum - Curriculum Vitae (details):

- 2003-present SAP, Walldorf, Germany: Chief Solution Architect, Business Solutions Architects Group, EMEA:** Conceptional father and co-founder of the 'SAP Executive Value Network' (formerly known as 'SAP Best Practice Network'), a service and best practice exchange platform for the CFOs and senior finance professionals of SAP's large customers in Europe (see: [http://www.juergendaum.com/jd-Dateien/SAP\\_Best\\_Practice\\_Network\\_J\\_Daum.pdf](http://www.juergendaum.com/jd-Dateien/SAP_Best_Practice_Network_J_Daum.pdf)). Conception, organisation and moderation of CFO Roundtables, Finance Best Practice Workshops, and Focus Workshops. Acquisition of new member companies and maintenance of the relationship to member executives. Identifying demand of member companies and defining event program and topics for best practice exchange. 'Finance Transformation' and 'Enterprises Performance Management' advisor at individual companies (on CFO level, on domain-leader/executive level (such as Corporate Controllers), as well as on project level). In parallel: thought-leadership work outside SAP as author, conference speaker and lecturer and through seminar activities.
- 2002-2003 SAP, Walldorf, Germany: Senior Business Consultant:** Advisor to and conceptional work with the CFOs and senior finance professionals of SAP's large European customers on 'Finance Transformation' and 'Enterprise Performance Management'. Developing the concept for a 'Finance Best Practice Network' for customer executives; presenting it to SAP's CEO; defining ramp-up program/planning of first network events.
- 2000-2002 SAP, Walldorf, Germany: Director and Head of Program Management SAP Financials** in SAP's product development: 'Chief Marketing Officer' and member of the management team of the Financials product group ('General Business Unit Financials') with global responsibility for internal and external repositioning of SAP's Finance&Control Application Suite 'SAP Financials', product marketing, development of a business user oriented application concept serving as a 'master plan' to guide product development, as well as market communication (see the SAP White Paper at [http://www.juergendaum.com/finance/mysap\\_financials\\_wp.pdf](http://www.juergendaum.com/finance/mysap_financials_wp.pdf)), go-to-market strategy, business development and global roll-out, launch and management of a global consulting partner program and of regional customer advisory councils for senior finance and IT professionals in North America and Europe.
- 1998-2000 SAP, Walldorf, Germany: Head of Global Product Management for SAP Strategic Enterprise Management (SAP SEM)** in SAP's product development. Responsible for product marketing and roll-out (including: global go-to-market strategy, market communication, business development, launch and management of a global consulting partner program and of regional customer advisory councils for senior professionals, acquisition of pilot customers. Regional focus: North America and Europe). In the first phase of the SAP SEM product development project he was also in charge of the overall project management. Main focus in this phase was to develop an user oriented product concept (see the SAP SEM White Papers [VBM](#), [BSC](#), [BB](#), [SEM Functions](#)) for product development, for product positioning and for the official product announcement by SAP's CEO mid 1998- as well as for the structuring of the development organization.
- 1997-1998 SAP, Walldorf, Germany: Global Product Manager R/3 Enterprise Controlling** in SAP's product development group and responsible for roll-in of market requirements, definition of product functionality as well as for product marketing, roll-out and business development of SAP's R/3-based enterprise controlling solutions (profit center accounting, financial consolidation, executive information system, business planning).
- 1995-1997 SAP, Walldorf, Germany: Application Support Manager Europe for R/3 Enterprise Controlling:** Application support and product management for the EMEA region (Europe, Middle East, Africa); establishing a network of local application support / product managers in the European subsidiaries of SAP, development and training of these people, organization of knowledge transfer, and supporting them in their first local marketing and business development, presales, sales, and consulting activities.
- 1992-1995 SAP, Walldorf, Germany: Account Manager in 'Sales Financial Applications' in Germany:** Sales and account management for R/3 FI/CO in Germany. In addition: local product management and development of a go-to-market strategy and business development for SAP's new R/3-based Executive Information System.

## Curriculum Vitae (professional career details) - continued:

- 1987-1992** Chief Financial Officer / Chief Operating Officer (Kaufmännischer Leiter) and member of the executive management board of a mid-sized IT company based in Munich, Germany. Responsible for finance and accounting, enterprise planning and budgeting, controlling, external reporting, reporting to the supervisory board and the banks, tax, legal, IT, as well as for organisational development and HR development - in fact the no. 2 in the company and the 'right hand' of the founder. Major projects: conception and implementation of a new accounting, controlling and reporting processes and system, reengineering of operational processes in materials management, sales order management, service management + implementation of a supporting integrated ERP-system; transformation of the company into a corporation – an 'Aktiengesellschaft/AG'; initiator of and significant contribution to the development of a new enterprise strategy and business model.
- 1984-1986** Co-founder, Managing Director ("Geschäftsführender Gesellschafter") and Chief Operations Officer / Chief Financial Officer of a sportswear start-up in Germany (in charge of marketing, shops, finance, HR).

### Education:

- 1988-1991** Five-stage Controller Course at the Controller Akademie Gauting/Munich, Germany
- 1986-1988** Studies in business administration at the Distance University Hagen, Germany
- 1981-1984** Studies in philosophy, political science and history at the University of Freiburg, Germany
- 1971-1980** High school (Gymnasium) in Karlsruhe, Germany

### Languages spoken:

German: native language

English: fluent

French: conversational

Spanish: basic

## Attachments:

### Conferences, executive events, seminars, workshops and lectures/academic events

#### 1. Conferences and executive events (selection):

- Conception of and moderator and speaker at **SAP's European CFO Roundtables** No. 1-14 (from April 2004 to present), such as:
  - SAP's 13th European CFO Roundtable on "Shaping the Future - Thriving in a Changing World", 1-2 July 2010, Frankfurt/Germany – see: [http://www.juergendaum.com/events/CFO\\_RT\\_agenda\\_July2010.pdf](http://www.juergendaum.com/events/CFO_RT_agenda_July2010.pdf)
  - SAP's 12th European CFO Roundtable on "Upgrade Finance Effectiveness - Drive Business Performance", 3-4 December 2009, Bruges/Brussels, Belgium – see: [http://www.juergendaum.com/events/CFO\\_RT\\_agenda\\_Dec2009.pdf](http://www.juergendaum.com/events/CFO_RT_agenda_Dec2009.pdf)
  - SAP's 10th European CFO Roundtable on "Achieving Finance Excellence", 4-5 December 2008, Edinburgh, Scotland/UK – see: [http://www.juergendaum.com/events/CFO\\_RT\\_agenda\\_Dec2008.pdf](http://www.juergendaum.com/events/CFO_RT_agenda_Dec2008.pdf), or
  - SAP's 8th European CFO Roundtable on "Creating a world-class financial infrastructure", 5-6 December 2007, Geneva/Switzerland – see: [http://www.juergendaum.com/events/CFO\\_RT\\_agenda\\_Dec2007.pdf](http://www.juergendaum.com/events/CFO_RT_agenda_Dec2007.pdf) or
  - SAP's 7th European CFO Roundtable on "Financial Leadership and the High Performance Organization", 10-11 July 2007, in Hamburg/Germany – see: [http://www.juergendaum.com/events/CFO\\_RT\\_agenda\\_July2007.pdf](http://www.juergendaum.com/events/CFO_RT_agenda_July2007.pdf)
- Conception of and moderator at the **SAP Germany Executive Dinners for CEOs, CFOs and Chief HR Officers** of German companies (in German), such as the executive dinners:
  - „Was heißt gutes Management heute? - Unternehmerperspektiven für eine Welt im Wandel“, 14. April 2011, Hotel Residenz Heinz Winkler in Aschau (Chiemgau - south of Munich)/Germany – see: <http://www.juergendaum.com/events/execdinner2011.pdf>
  - "Die Zukunft Deutschlands nach der Krise: Erfolgsfaktoren für Wirtschaft, Politik und Gesellschaft", 03. March 2010, Hotel Fürstenhof, Celle/Germany (in German) – see: <http://www.juergendaum.com/events/execdinner2010.pdf>
  - „In turbulenten Zeiten Zukunftsperspektiven schaffen: Erfolgsfaktoren für Management und Leadership heute“, 21. April 2009, Schlosshotel Kronberg, Kronberg near Frankfurt am Main, Germany – see: <http://www.juergendaum.com/events/execdinner2009.pdf>,
  - "Unternehmerisches Handeln am Standort Deutschland: Mit Verantwortung und Vertrauen in die Zukunft", 15 November 2005 in Munich, Germany – see: <http://www.juergendaum.com/events/execdinner2005.pdf>,
  - "Die Verantwortung der Unternehmen - Im Spannungsfeld zwischen Shareholder Value und Governance von Human und Finance Capital", 26 October 2004 in Heidelberg / Germany – see: <http://www.juergendaum.com/events/execdinner2004.pdf>
- Conception, organisation and moderation of the **panel discussion "Erfolgsfaktoren einer nachhaltigen Unternehmensführung"** at the 3. Wissenstransfertag der Metropolregion Rhein-Neckar, 18 September 2009, Mannheim/Germany (in German) – see: [http://www.iioe.eu/news\\_details+M5c95162c9ce.html](http://www.iioe.eu/news_details+M5c95162c9ce.html) (and of similar panel discussions at the 1. (2007) and 4. Wissenstransfertag (2010))
- Organiser and moderator of the **panel discussion „Management-Excellence und Entrepreneurship: Anforderungen an Controlling, Personal, IT und Sales/Marketing“** at the the "1. Wissenstransfertag der Metropolregion Rhein-Neckar: Management Excellence – Die Metropolregion Rhein-Neckar als Plattform unternehmerischen Erfolgs", 21 September 2007 in Mannheim, Germany. Organised by the University of Mannheim and by the Metropolregion Rhein-Neckar (in German) – see: [http://www.iioe.eu/fileadmin/files/conferences\\_seminars/Wissenstransfertag\\_Daum\\_Intro\\_Podiumsdiskussion.pdf](http://www.iioe.eu/fileadmin/files/conferences_seminars/Wissenstransfertag_Daum_Intro_Podiumsdiskussion.pdf)
- Co-organizer of and speaker and moderator at the **"2. CFO-Symposium: Finance Excellence-Der CFO als Business Partner und Business Navigator"** of the University of Mannheim, 29 June 2007 in Mannheim, Germany (German) – see: [http://www.iioe.eu/news\\_details+M5cd39ddab4d.html](http://www.iioe.eu/news_details+M5cd39ddab4d.html) (and of CFO-Sympisium 1 (2006), 3 (2009) and 4 (2010))
- Speaker and panelist at the **international conference: "Intellectual & Human Capital – The Accounting of Innovation"**, organised by the Barilla Laboratory for Food Culture, 19 April 2007, in Parma/Italy. Titel of the speech: "Supporting the High Performance Organization through an Intellectual Capital Management perspective - Case Studies and Conclusions for General Management, HCM, and Finance" – see: [http://www.iioe.eu/news\\_details+M51101e00787.html](http://www.iioe.eu/news_details+M51101e00787.html)
- Speaker and panelist at the **Fifth International Conference on Performance Management PMA 2006 "Performance Measurement and Managment: Public and Private"**, organised by the Performance Measurement Association (PMA), 25-28 July 2006, London/UK. Titel of the speech: "Managing For Sustained Growth And Profitability Under Rapid Change and Uncertainty: Insights From An Intangibles-Based View On Enterprise And Ecosystem Management".
- Organiser of and moderator and speaker at the **First German Beyond Budgeting Summit** (organised in cooperation with the Beyond Budgeting Round Table (BBRT) and with WSF/FAZ Institute and the Frankfurter Allgemeine Zeitung), 8-9 June 2005, in Frankfurt a.M., Germany – see: [http://www.beyondbudgeting.de/events/bb\\_summit2005.pdf](http://www.beyondbudgeting.de/events/bb_summit2005.pdf)

## 2. Seminars and workshops (selection):

- Conception of and speaker and moderator at SAP's 20th European Finance Best Practice Workshop on "Finance as a Business Partner - Steering the Course to Success" - with workshop tracks on "The local CFO and Controller as Business Partner" and "Finance as Professional Service Partner and Shared Services Process Owner", 24-25 Febr. 2011 in Florence/Italy- see: [http://www.juergendaum.com/events/FBPN\\_agenda\\_febr2011.pdf](http://www.juergendaum.com/events/FBPN_agenda_febr2011.pdf)
- Conception, organisation and moderation of the workshop "Integrated R&D Controlling process- and system-infrastructure" - workshop with a small group of R&D Controllers of 4-5 European multinationals, 9-10 November 2011 in Basel/CH – see: [http://www.juergendaum.com/events/FW\\_R\\_D\\_Controlling\\_2010\\_eventpage.pdf](http://www.juergendaum.com/events/FW_R_D_Controlling_2010_eventpage.pdf)
- Conception, organisation and moderation of the workshop "How Can In-Memory Technology Enable Advanced Business Planning & Simulation?" – for a small group of finance&control executives and of SAP technologists to evaluate the opportunities of the new In-Memory Technology for transforming and changing the future business planning practice, 21 October 2009 in Walldorf/D see: [http://www.juergendaum.com/events/Description\\_FW\\_Business\\_Planning\\_In\\_Memory\\_Technology\\_2009.pdf](http://www.juergendaum.com/events/Description_FW_Business_Planning_In_Memory_Technology_2009.pdf)
- Conception, organisation and moderation of the workshop "Moving to KPI-based Decision Support/Business Intelligence Services". 15-16 October 2008 in Dublin/Ireland. A workshop for the finance&control/BI project managers of 4 European multinationals - see: [http://www.juergendaum.com/events/FW\\_KPI\\_based\\_DS\\_BI\\_Services2008\\_JDaum.pdf](http://www.juergendaum.com/events/FW_KPI_based_DS_BI_Services2008_JDaum.pdf)
- Co-conception of and speaker and moderator at SAP's 15th European Finance Best Practice Workshop on "Finance operations/The efficient finance factory" and "Dynamic Planning and Performance Management/Strategic Cost Management". 25-26 September 2008 in Milan/Italy – see: [http://www.juergendaum.com/events/FBPN\\_agenda\\_Sept2008.pdf](http://www.juergendaum.com/events/FBPN_agenda_Sept2008.pdf)
- Workshop with the top team of a 5bn EUR European consumer product company on "Changing to last: Creating and maintaining high performance capabilities through strategic business innovation from an Intellectual Capital perspective", 14.2.2008
- Seminar for Controllers (in German): "Controlling von Intangible Assets" – module of the "Advanced Controlling Programm" of the Österreichische Controller Institut Vienna - conceived and held by Juergen H. Daum once a year 2004-2008 in Vienna/A
- Conception, organisation and moderation of the workshop "Rolling Forecasting". A workshop for the finance&control/planning managers of 4 European multinationals, 11-12 October 2007 in London/UK - see: [http://www.juergendaum.com/events/FW\\_Rolling\\_Forecasting\\_2007\\_short.pdf](http://www.juergendaum.com/events/FW_Rolling_Forecasting_2007_short.pdf)
- Visit to the Management Cockpit War Room of Siemens Belux - a first hand experience about an innovative concept to support management review and decision meetings. Organised and moderated by Juergen H. Daum. 31 January 2007 – see: [http://www.juergendaum.com/events/FW\\_MC\\_visit\\_Siemens\\_Belux\\_short\\_Jan2007.pdf](http://www.juergendaum.com/events/FW_MC_visit_Siemens_Belux_short_Jan2007.pdf) (visits organized and moderated once a year 2004-2009)
- Co-initiator and organiser of the first and second European meeting of the "International Management Accounting Standards (IMAS) Project", 10 July 2006, London/UK and 10 November 2006 in Paris/France – see IMAS article at: [http://www.iioe.eu/imas/imas\\_fde.pdf](http://www.iioe.eu/imas/imas_fde.pdf)
- Seminar for Controllers "Controlling Beyond Budgeting - Neue Wege der Planung und Budgetierung" – 1-2 day workshop conceived and held for the Österreichische Controller Institut one time a year from 2003-2007 in Vienna, Austria.

## 3. Lectures / academic events (selection):

- Guest lecture on "Finance&Controlling als Business Partner: Ziel, Konzept, Umsetzungsbeispiele. Ein Praxisbericht aus europäischen Unternehmen" ("Finance&Control as Business Partner: Objective, Concept and Implementation Examples - Report About Current Practice in European Enterprises) at the University of Mannheim (as part of the guest lecture series in 'general business administration'/ Allgemein Betriebswirtschaftslehre /ABBL), 04 March 2009 in Mannheim, Germany - see: [http://www.juergendaum.de/events/UniMannheim\\_F&C\\_als\\_Business\\_Partner\\_J\\_Daum\\_02\\_2009.pdf](http://www.juergendaum.de/events/UniMannheim_F&C_als_Business_Partner_J_Daum_02_2009.pdf)
- Guest lecture on "Management Herausforderung Intangible Assets" at the Ludwig-Maximilians Universität (LMU), Munich (Institute for Marketing, Prof. Dr. Anton Meyer) as part of the "Master of Business Research" programme of the faculty of business administration of the LMU, 21 November 2007 in Munich, Germany
- Opening lecture "Innovation and Intangible Assets: Strategic and Management Control Requirements and Solutions - An Overview" - introduction to the module "Innovation and Intangible Assets" of the 'Executive Master in Business Innovation' Program of the European Business School, Oestrich-Winkel, 22 September 2007, Oestrich-Winkel/Germany
- "Intangible Assets-Based Enterprise Management - A Practical Approach" paper presented at the 2005 PMA (Performance Measurement Association) IC Symposium, 15-16 December, Stern School of Business/New York University, New York/USA. For a summary/report of the symposium – see: [http://www.juergendaum.com/news/01\\_15\\_2006.htm](http://www.juergendaum.com/news/01_15_2006.htm)  
For the paper presented at the symposium - see: [http://www.intangibleassets.de/EVENTS/PMA\\_ICSymp2005\\_paper\\_JDaum.pdf](http://www.intangibleassets.de/EVENTS/PMA_ICSymp2005_paper_JDaum.pdf)
- Guest lecture "Managing for Value" at the conference "Maximising the Benefits of Intangible Assets" of the Cranfield School of Management. 06 May 2004 in Cranfield, UK

For the complete past event list see: <http://www.juergendaum.com/speeches.htm>

## Publications (selection):

### Books:

Daum, Jürgen H., (Hg.), Beyond Budgeting – Impulse zur grundlegenden Neugestaltung der Unternehmensführung und –steuerung, Meidenbauer Verlag, München, 2005

Daum, Juergen H.: Intangible Assets and Value Creation, John Wiley & Sons, Chichester, 2003

Daum, Juergen H.: Intangible Assets oder die Kunst, Mehrwert zu schaffen, Galileo-Press, Bonn, 2002

### Articles:

Biel, A., Daum, J.H., Interview mit Jürgen H. Daum, SAP AG, zu „Sustainability Management“: Nachhaltigkeit als Ziel für Unternehmensführung und –steuerung, in: Controller Magazin 1 / 2009 (January/February), pp 72-76

Daum Jürgen H., Die Entwicklung der Rolle des CFO in europäischen Unternehmen. Auswirkungen auf und Zukunftsperspektiven für Controller und Controlling – Ein Praxisbericht, in: ZfCM – Zeitschrift für Controlling und Management, 6/2008, pp 2-8

Daum, Jürgen H./Mackrodt, C., „Wir haben bei Henkel international eine einheitliche Arbeitsweise im Finanzbereich geschaffen“ – Interview mit Carlo Mackrodt, vormals Vice President Global Financial Services, Henkel KGaA, in: ZfCM – Zeitschrift für Controlling und Management, 5/2008, pp 220-224

Daum, Juergen H., Koppelman, P., Lévi, C., Silbermann, M., Go For Growth. Managing for sustainable, profitable growth: What does it mean for the CFO and the finance function? – a discussion with the CFOs and senior executives of BHP Billiton, Electricité de France and Microsoft Germany, in: Finance Director Europe, issue 5/2008, pp 60-63

Daum, Juergen H., Supporting the High Performance Organisation through an IC perspective. Case studies and learnings for general management, HR and finance, in: Quaderni del Barilla Lab No. 4 – 2007, S. 35-60 (Barilla publication - February 2008)

Daum, Juergen H., Brandes, D., Brandt, W., Davies, D.C., Kestens, J., Moorhead, D.: Innovation management and the role of finance: status, challenges and vision - a discussion with the senior executives and CFOs of six leading European companies, in: Controller Magazin, 6/2007, pp 595-603

Daum, Jürgen H., Innovationsmanagement: Erfolgreiches Controlling und Management von Innovation, in: Der Controlling Berater, Issue 1 / 2007, pp 19-58

Daum, Jürgen H., The Missing Link – Why the World needs Management Accounting Standards, in: FDE – Finance Director Europe, Issue 1 / 2007, pp 64-66

Daum, Jürgen H., Managing For Sustained Growth And Profitability Under Rapid Change And Uncertainty: Insights From An Intangibles-Based View On Enterprise And Ecosystem Management, in: Neely, Andy/Kennerly, Mike/Walter, Angela (Hrsg.): Performance Measurement and Management 2006, Public and Private - Papers from the Fifth International Conference on Performance Measurement and Management PMA 2006, Cranfield, 2004, pp 931-938

Daum, Jürgen H., Management Cockpit War Room, in: Controlling - Zeitschrift für erfolgsorientierte Unternehmenssteuerung, Volume 18, Issue 6/Juni 2006, pp 311-318

Daum, Jürgen H., Tableau de Bord: Besser als die Balanced Scorecard?, in: Der Controlling Berater, Issue 7/ December 2005

Daum, Jürgen H., Brandt, W., Buess, T., Francke, L, Kappler, D., The Future of Enterprise Performance Management – From Best to Next Practice: A Discussion with the CFOs of Four Leading European Companies, in: Controlling - Zeitschrift für erfolgsorientierte Unternehmenssteuerung, Volume 17, Issue 11/November 2005, pp 679-684

Daum, Jürgen H., Intangible Assets Management: Wettbewerbskraft stärken und Unternehmenswert nachhaltig steigern – Ansätze für das Controlling. in: Zeitschrift für Controlling & Management / krp-Kostenrechnungspraxis, Special Issue 3/Nov. 2005, pp 4-18

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