



Miguel Cascon, CFO Commercial Platforms

I am a finance executive with 25+ years of experience helping some of the world's most iconic companies such as Pfizer, Unilever and Estée Lauder grow stronger, leaner and more resilient. From leading billion-dollar FP&A functions to guiding business unit spin-offs, acquisitions and global transformations, my career has been defined by turning complexity into clarity and numbers into strategy. I thrive at the intersection of finance, operations and technology, where disciplined planning meets digital transformation, AI and analytics.



At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines, as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us.

DEPARTMENT BREAKDOWN

WHAT ARE YOUR KEY DEPARTMENTAL OBJECTIVES OVER THE NEXT 6 TO 12 MONTHS?

Implement a simplified operating model, leveraging technology to improve the speed of reaction and the internal customer satisfaction while being conscious of work/life balance.

WHAT IS YOUR CURRENT TECHNOLOGY STACK?

SAP, Hyperion, Tableau, Microsoft, IBM

HOW MANY PEOPLE REPORT TO YOU (BOTH DIRECTLY AND INDIRECTLY)?

10

WHO DO YOU REPORT TO?

SVP Finance Global Business Services

WHAT IS YOUR TOTAL BUDGET OVER THE NEXT 12 MONTHS PERIOD?

\$25 to \$50 million

PROJECT INSIGHTS

PROJECT OR INITIATIVE DESCRIPTION

Streamline financial reporting by standardizing processes and leveraging automation and artificial intelligence. Looking to reduce manual effort, improve data accuracy, and accelerate reporting cycles, to enable more efficient resource allocation and faster, data-driven decision-making.

WHAT 3RD PARTIES ARE YOU HOPING TO MEET WITH?

AI in Finance related

WHAT IS YOUR TIMELINE FOR IMPLEMENTATION?

1 year

WHAT IS YOUR BUDGET FOR THIS PROJECT?

\$16 to \$20 million

What technology/services are of strategic importance to you in the next 12 months?

Please indicate level of need/importance below.

We realize everyone has priorities, so we asked the delegates theirs. This is so that we can create a more personalized experience for all our attendees.

AI-enhanced accounting transformation platform that simplifies the close process, streamlines record-to-report operations, and automates various accounting tasks for greater efficiency and accuracy	A
Implementing financial risk discovery platforms that leverages AI-driven insights to help identify anomalies, assess risks, and enhance compliance across comprehensive financial datasets	C
Putting CFOs on the front foot - Driving organizational change through AI	B
AI-driven planning platforms that enhances decision-making, facilitates scenario planning, and connects teams to optimize financial performance and operational efficiency	A
Compliance Cloud platforms that unifies tax compliance and regulatory reporting, enabling businesses to navigate complex global tax environments with ease and accuracy	C
Optimizing cash flow management practices to ensure healthy liquidity and operational stability	B
Developing comprehensive frameworks for risk management to identify and mitigate financial risks effectively	B
Embracing innovative technologies to enhance financial operations and streamline reporting processes	A
Utilizing data-driven insights to inform strategic financial decisions and improve forecasting accuracy	A
Comprehensive spend management platforms that enhances visibility, control, and strategic decision-making across procurement, invoicing, and financial operations to drive efficiency and compliance	D
Advanced robotic process automation technology that streamlines financial operations, enhances efficiency, and enables data-driven decision-making to optimize costs and improve overall performance	A
Unified enterprise finance management platforms that integrate financial and operational data, enabling enhanced strategic decision-making and driving greater organizational efficiency	B