

# ICTF's 26th International Credit Professionals Symposium in Europe

 **ICTF** May 12-14, 2024 · Bucharest, Romania



**Keynote Speaker: Iancu Guda, CFA, EMBA, TV Producer “Banii in miscare” DIGI24, Economist, Author and Lecturer, Management Board Advisor, Romania**

Iancu Guda was responsible for the development of service lines as General Manager of Coface Credit Management Services, gaining almost 20 years of experience in credit risk management within the company. Since 2013, he has been an associate lecturer at the Romanian Banking Institute (IBR), as well as at the Institute of Financial Studies (ISF), where he teaches advanced financial analysis and corporate finance courses in the CEFA program. The activity of university lecturer is extended by the risk management courses with teaching in English, which Iancu teaches at IMBA (International Master of Business Administration) within FABIZ, ASE. Also, starting with 2017, Iancu is authorized by ASF for the position of Independent Director in the Board of Directors of BRD Asset Management. Since 2020, he is the content producer and presenter of “Banii in miscare”, the most important financial education TV show @DIGI24.



**Keith Cowart, Global Market Owner, Receivables – FIS, US**

Keith Cowart is the Global Market Owner for Receivables at FIS which features the award-winning Credit-to-Cash products, GETPAID and Integrated Receivables. He has over 25 years of professional experience in various accounting and finance leadership roles including Accounts Payable, G/L Accounting, and Credit and Collections in large global companies with shared service centers. Keith's focus has always been in continuous improvement and leveraging technology to automate processes which drive results. Keith holds a Bachelor of Business Administration degree from Piedmont University and a Master of Business Administration degree in Management from Georgia State University.

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**Greg Demeyer, CGCE, Credit Manager EMEAR – Lincoln Electric, Spain**

Gregory is the EMEAR Credit Manager for Lincoln Electric (LECO), the world leader in the engineering, design, and manufacturing of advanced arc welding solutions, automated joining, assembly and cutting systems, and plasma and oxy-fuel cutting equipment. Lincoln Electric operates in 71 manufacturing and automation system integration locations across 21 countries and maintains a worldwide network of distributors and sales offices serving customers in 160 countries.

With over 15 years of experience in credit risk management and Business Process Reengineering in Xerox, Conduent and Lincoln Electric, Gregory has led over 30 transformation projects and supported multiple integrations following acquisitions and divestments. Passionate about helping people work smarter and not harder, he strives to help people grow and focus on structural long-term optimization. He is a strong believer that people's success leads to the company's success.



**Adela Elena Ferenczik, Global Account Manager – Edicom, Spain**

Adela is a seasoned sales professional with over 7 years of experience in the field. Originally from Brasov, Romania, Adela has resided in Spain for the past 15 years, where she currently serves as a Global Account Manager at Edicom, a leading technological company specializing in electronic transactions. Armed with a background in sales and a deep understanding of the industry, Adela is known for her exceptional ability to foster client relationships and drive business growth. Her dedication to excellence and commitment to delivering high-quality service have earned her recognition within the organization and beyond.

Adela's role as a Global Account Manager at Edicom involves managing key accounts and overseeing business development efforts in Romania and other Central and Eastern European countries, with a focus on investigating about compliance with relevant regulations and standards across these regions. Her

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strategic insights and innovative approach have contributed to the company's success in expanding its presence in these markets.



**Madalina Filipoiu, RGCP, VP EMEA Credit, Collection, Cash Application & Global Tools Applications – Oracle, Romania**

Madalina Filipoiu is leading Oracle EMEA O2C Center including multiple functions: trade credit risk management, collections, cash application, training, software development; +20 years of experience in credit risk management, debts recovery, cash application; + 19 years in leadership roles, strategy development, building agile organizations, trend setting operations, driving strategic changes and industry leading performance. Focused on designing organizations structures that are future proof, resilient and top performing and creating a leadership skills incubator and a professional growth reference for all team members. Passionate about macroeconomics, geopolitics, international negotiations and psychology.



**Tuğba (Teker) Gökçe, RGCP, Senior Credit Manager-EMEA – Tricon Energy Ltd., Turkey**

Tuğba (Teker) Gökçe currently serves as Senior Credit Manager for EMEA and Asia regions with Tricon Energy LTD, a global trading company of chemicals and plastics materials with more than 20 offices with over 400 employees, and is based in Istanbul, Turkey. She earned a MSc from Vienna University and is Economist by Yeditepe University with an honors degree in Istanbul.

Tuğba has achieved a Registered Global Credit Professional (RGCP™) designation from ICTF/Thunderbird. She started her career in banking sector at Deutsche Bank in Istanbul, then joined DenizBank AG in Vienna and has held a number of international positions in Corporate Banking prior to leading Credit. She leads a diverse team consisting of 4 people speaking 6+ languages in Dubai and Istanbul since Nov 2014 at Tricon.

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**Tim Hoggarth, Head of Commercial Underwriting, XoL – Allianz Trade, UK**

Tim Hoggarth has worked in credit insurance for nearly 30 years. Tim started his career in the industry as a graduate at the broker Aon, before moving to underwriting at AIG where he headed up a team of underwriters providing cover for multi-national companies. 11 years ago he left AIG to start a new product within Allianz Trade providing Excess of Loss solutions to businesses around the world. This has proved very successful with Allianz Trade now being the second largest provider of such solutions.



**Nick King, FCICM, Global Process Owner / Order to Cash – IVC Evidensia, UK**

Nick has worked in the Credit Industry for 35+ years in which he enjoyed a career with some major companies such as Travis Perkins Grp, Atlas Copco Compressors, NACCO Materials Handling Ltd, Brightpoint Europe and Agility Logistics. In the later part of Nicks career, he has managed major Order to Cash Transformation projects completing a major project in 2022 as Global Project Manager Officer (Order to Cash) with Unilever helping the separation of the Unilever Tea Brand into a standalone Tea Company ready for sale. Nick worked with the Middle East, North Africa and Turkey (MENAT) region for Iron Mountain, Integrating the newly acquired business into the Iron Mountain Agreement to Cash Organisation.

Nick's current position is Global Process Owner for Order to Cash for Independent Vet Care Evidensia an organisation that owns 2,500 clinics, including Equine, Referral Hospitals and Crematoriums across UKI, Europe and Canada. Nick has also worked on the other side of the fence in Credit Insurance, for a small time working for Equinox Global (now Nexus Insurance) after being involved in buying credit insurance for most of his Credit Management Career. He is a Fellow of the Chartered Institute of Credit Management; he was one of the founders of ICTF in which he holds an Executive Board Member position. Nick is an advocate of mentoring and has been involved in several mentoring schemes supporting the new credit management generation. Nick has served on many industry panels and discussion forums as well as writing several articles on credit over the years.

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**Lynn Massaï Koopman, Head of Benelux & Nordics / Global KAM – Edicom, Spain**

Specialised in international business, with a focus on software-as-a-service (SaaS), eInvoicing, and Electronic Data Interchange. With a career shaped by a passion for promoting multicultural environments and celebrating diversity.

As the Benelux & Nordics Area Manager and Global KAM at EDICOM, it is essential to cultivate long-term relationships with partners and multinational corporations worldwide. As well as spearheading business development initiatives, identifying country-specific invoicing regulations, and fostering communication with governments, local partners, and tax authorities.

Driven by a commitment to success through effective teamwork and strategic thinking, I look forward to collaborating and idea-sharing to explore potential opportunities and drive global growth initiatives.



**Ahmed Madkour, Director – Recovery Advisers, Dubai, UAE**

Ahmed Madkour is a Founding Partner and Managing Director of Recovery Advisers. Ahmed is a dynamic leader and well-respected trainer, having lectured about claims and recoveries in the Institute for Trade Innovations of Offenburg University in Germany as well as being a speaker on the topic of International Commercial Law. Ahmed's academic background includes a LLM in International Dispute Resolution from University of London/Queen Mary, a MBA in International Finance from Maastricht School of Management, a Msc IT from University of Liverpool and a BA in Economics from The American University in Cairo, Egypt.

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**Hans Meijer FCICM, Commercial Director – Baker Ing International Ltd, UK**

Hans Meijer FCICM, has gained over 30 years of International Credit Management experience in globally recognised firms like Beaulieu International, GE Capital, Atradius Credit Insurance & Coface Credit Insurance. As a Fellow of the Chartered Institute of Credit Management he is active on the Advisory Board and Think Tank.

When working with GE Capital he became Risk Director and consolidated the Credit Management functions of GE Modular Space, TLS and GE Equipment Services. Upon joining Atradius as Commercial leader quickly becoming the Country Director for Atradius Collections UK & Ireland. Specialising in B2B commercial debt collection. Upon joining Coface 5 years ago he has been instrumental to launch Coface's global capabilities for commercial Debt Collection. Focuses on creating and delivering a commercially viable Debt Collection option for Non-Insured clients.

Currently within Baker Ing he is using his expertise to crafting cutting-edge credit management solutions, challenging the Status quo, which aligns with Baker Ing's mission to deliver unparalleled service and efficiency. This will allow Baker Ing to enhance their offerings, expand their global footprint, and further cement their position as pioneers in the field of Credit Management.



**Olivia Neacsu, Vice President, Customer to Cash Enterprise Service Line Global RFX Lead – Genpact, Romania**

Olivia is the RFX and Solutioning Lead for Credit to Cash Service Line at Genpact, a global professional services company with 100,000+ employees, operating in over 90 delivery centers.

With 15 years of experience in Credit to Cash processes, Olivia began her career at Hewlett Packard, in the European Credit and Collections team before advancing to regional roles in Risk Reserve Management and DSO Analysis.

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At Genpact, she now leads and participates in key solutions builds and transformation projects that deliver tangible business outcomes, working with clients across multiple industries: Pharma and Life Sciences, Consumer Goods, Retail, Manufacturing. Olivia focuses on creating and delivering practical, value-driven and enterprise objective focused solutions for both new and existing clients, leading her team to develop and execute digital transformation initiatives across industry verticals and regions.

In the past 1-2 years, she revamped the Credit to Cash Service Line deal response governance process and drove growth in deal win rate, resulting in bookings above annual goals.



## **Nick Tiltman, RGCP, Credit Services Director – TD SYNEX, UK**

Nick Tiltman, RGCP, FCICM, has over 30 years of Credit Services and business experience in industries including; Publishing, Electronics, Manufacturing, Information Technology and Distribution. He served on the main board of Computer 2000 as Credit & Customer Services Director, the UK arm of Tech Data. His was one of the first appointments of a Credit professional to the board of a UK Corporate. In addition, he was Director of Credit Services for Tech Data Europe, responsible for 17 Countries. In late 2009, Nick left Tech Data and formed European Plus a European Credit Services, Training & Consultancy company working with Euler Hermes, RK Harrison, Graydon and a variety of IT of channel companies. During this period, he was also one of the Founders and Board Directors of ICTF and remains a serving board director to this day.

In 2013, Nick returned to the IT Channel and spent 4 years with Omnico Group a European software and hardware point of sales company as Group Treasury & Credit Manager, before forming a transactional finance team encompassing, Accounts Payable, Purchasing, Credit & Customer services. In September 2017, Nick was asked to return to Tech Data as Credit Services Director and created from the existing risk assessment function, the Credit & Finance Solutions Team. Since returning Tech Data merged with Synnex and became TD SYNEX. In 2022 Nick was appointed to serve on the main board of TD SYNEX Capital UK Ltd which provides flexible finance and leasing solutions. His goal is to transform the

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credit function and dynamically redefine Credit Services in IT Distribution.

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