



Association  
of European  
Businesses



**AEBRUS.RU**

**Sep 22, 2026**

**Open Event of the AEB Accounting Working Group**

## **Future Finance Function: Strategy, Technology, and Talent**

**AEB Conference center**

Butyrsky val 68/70 bld.1, office 13

**13:30**

**Registration & welcome coffee**

**14:00**

**Welcomy note**

Ulf Schneider, AEB Board Chairman (online)

Tadzio Schilling, AEB CEO

Konstantin Shalimov, Chairman of the AEB Accounting Working Group

**14:10**

**Strategy**

**Discussion topics:**

The Evolution of Outsourcing in Russia: From Cost Savings to Strategic Competitive Advantage

Finance as a Business Partner: From Reporting to Value Creation

Finance Function 2026: From Operational Support to Strategic Business Partnership

The strategic role of auditing within the corporate internal control system

**Discussion participants**

- Svetlana Pushkina, Partner, Deputy Chairman of the AEB Accounting Working Group; Head of Accounting and Reporting Group, B1 Group of Companies
- Dmitry Stapran, D.Sc. in Economics, Professor at the Department of International Management, RANEPA (Russian Presidential Academy of National Economy and Public Administration)
- Maria Onishchenko, Finance Director, Estee Lauder in Russia and the CIS.
- Yulia Cherenkova, Finance and Accounting Director/Olga Nezgovorova, Deputy Director of Human Resources Services, SCHNEIDER GROUP
- Olga Grigorieva, Managing Partner, Tax Advisor, and Lead Auditor, Sterngoff Audit

Moderator: Ekaterina Smirnova, Deputy Chairman of the AEB Accounting Working Group; Finance & Accounting Director, SCHNEIDER GROUP

**15:20**

**Discussion, Q&A**

**15:30**

**Coffee break**

**15:45**

**Technologies**

**Discussion topics:**

From Routine to Intelligent Processes: How AI and Automation are Transforming Accounting

Digital Finance: How AI, Automation, and Emerging Technologies are Redefining the Role of the Finance Function

Automation and Resource Management: Electronic Document Management and AI

### **AEB Sponsors 2026**

B1 • Bank Credit Suisse • Colgate-Palmolive • Credit Europe Bank • GROUPE SEB-VOSTOK • ING • Kept • Lemana PRO • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble • Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • Zetta Life

### **Association of European Businesses**

127055, Moscow, Butyrsky val, 68/70, bld.1,  
office 63, 6th floor

**Tel.:** +7 (495) 234 27 64  
**E-mail:** [info@aebrus.ru](mailto:info@aebrus.ru)

**Telegram:** [t.me/aebrus\\_news](https://t.me/aebrus_news)  
**Web:** [www.aebrus.ru](http://www.aebrus.ru)

### Discussion participants

- Alexander Filinov, Partner, Head of Financial Outsourcing Practice, Bellerage
- Sergey Stupin, Axenix
- Svetlana Timonenkova, METRO (invited)

Moderator: Konstantin Shalimov, Chairman of the AEB Accounting Working Group, Deputy Head of the Audit and Tax Consulting Department, Bellerage

**16:55**

### Discussion, Q&A

**17:05**

### Coffee break

**18:15**

### People

#### Discussion topics:

Russian Finance Labor Market Trends, 2026–2027

From Talent Shortage to Skills Gap: How to Build the Finance Team of the Future

Effective Business Partnerships and Collaborative Relationships

#### Discussion participants:

- Konstantin Bryauzov, CEO and Head of Recruitment, Antal Talents
- Maria Ageeva, Finance Director, Lensmaster
- Oksana Maksimova, Business Psychologist, former CFO, Head of the "LamPA" Community, HSE University

Moderator: Irina Aksenova, Chairperson of the AEB HR Committee; Deputy CEO, Coleman

**19:25**

### Discussion, Q&A

**19:35**

### Closing Remarks and Wrap-up

**19:45**

### Networking

#### Language

Russian and English. Interpretation services are available upon prior request.

#### Contacts

Program: Olga Silnitskaya, Deputy General Director, GR Director, [olga.silnitskaya@aebrus.ru](mailto:olga.silnitskaya@aebrus.ru)

Registration: Polina Skorovarova, Event Manager, [polina.skorovarova@aebrus.ru](mailto:polina.skorovarova@aebrus.ru)

#### Gold sponsor



EXPERIENCE. EXPERTISE. EXCELLENCE.

#### Silver sponsors



#### AEB Sponsors 2026

B1 • Bank Credit Suisse • Colgate-Palmolive • Credit Europe Bank • GROUPE SEB-VOSTOK • ING • Kept • Lemana PRO • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble • Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • Zetta Life

#### Association of European Businesses

127055, Moscow, Butyrsky val, 68/70, bld.1,  
office 63, 6th floor

**Tel.:** +7 (495) 234 27 64  
**E-mail:** [info@aebrus.ru](mailto:info@aebrus.ru)

**Telegram:** [t.me/aebrus\\_news](https://t.me/aebrus_news)  
**Web:** [www.aebrus.ru](http://www.aebrus.ru)

**Disclaimer**

The information provided during this webinar is intended for personal and informational purposes only. Participants assume full responsibility for their actions regarding the use of this information. The information provided is of a general nature and should not be construed as legal, tax, accounting, consulting, or any other form of professional advice. In all cases, before making any decisions, you should consult with qualified professionals who are familiar with your specific factual situation and seek their advice on specific matters.

**AEB Sponsors 2026**

B1 • Bank Credit Suisse • Colgate-Palmolive • Credit Europe Bank • GROUPE SEB-VOSTOK • ING • Kept • Lemana PRO • MB RUS • Merck • METRO Cash&Carry • Oriflame • Procter & Gamble • Raiffeisenbank • SOGAZ Insurance Group • TotalEnergies EP Russie • Zetta Life

**Association of European Businesses**

127055, Moscow, Butyrsky val, 68/70, bld.1,  
office 63, 6th floor

**Tel.:** +7 (495) 234 27 64  
**E-mail:** [info@aebrus.ru](mailto:info@aebrus.ru)

**Telegram:** [t.me/aebrus\\_news](https://t.me/aebrus_news)  
**Web:** [www.aebrus.ru](http://www.aebrus.ru)