Association of European Businesses

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Sep 22, 2026

Open Event of the AEB Accounting Working Group

The Finance Function of Tomorrow: Strategy, Technology, People

AEB Conference center
Butyrsky val 68/70 bld.1, office 13

13:30 **Registration & welcome coffee**

14:00 **Welcome 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 Function 2026: From Operational Support to Strategic Business Partnership
Finance as a Business Partner: From Reporting to Value Creation
The strategic role of auditing within the corporate internal control system

Discussion participants
- Svetlana Pushkina, Deputy Chairman of the AEB Accounting Working Group; Partner, 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)
- Yulia Cherenkova, Finance and Accounting Director, SCHNEIDER GROUP
- Maria Onishchenko, Finance Director, Estee Lauder in Russia and the CIS2
- Olga Grigorieva, Managing Partner, Tax Advisor, and Lead Auditor, Sterngoff Audit

Moderator: Ekaterina Smirnova, PhD in Economics, 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:
Digital Finance: How AI, Automation, and Emerging Technologies are Redefining the Role of the Finance Function
From Routine to Intelligent Processes: How AI and Automation are Transforming Accounting
Electronic Document Management in Finance Function

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Discussion participants
- Sergey Stupin, Axenix
- Alexander Filinov, Partner, Head of Financial Outsourcing Practice, Bellerage
- Vladislav Andreev, Director, Tax and Accounting Compliance Services, Kept

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**

17:15 **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
The evolution of management's expectations for the accounting function: an overview of 2026 anticipations

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 (online)
- Daria Pogodina, CEO, Swilar

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

18:25 **Discussion, Q&A**

18:35 **Closing Remarks and Wrap-up**

18:45 **Networking**

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

Contacts
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