

2015 MIT Sloan CFO Summit to Explore Innovation and Expertise

Ken Bettenhauser of HR Knowledge to Discuss Automating Human Capital at the World's Leading One-Day Summit for Financial Leaders

Mansfield, MA, October 22, 2015 – HR Knowledge announced that Ken Bettenhauser, Founder & President, will be a featured speaker at the [2015 MIT Sloan CFO Summit](#), the nation's premier CFO event, on Thursday, November 19, 2015. This year's theme is "Innovation & Expertise: The Art of CFO Success." Mr. Bettenhauser will be speaking about Automating Human Capital at the Capitalizing on Human Talent. He is one of an elite group of presenters from a wide range of industries. To register for the Summit, visit [here](#).

The 13th annual Summit is a unique opportunity for 600 CFOs, financial executives and leading faculty from MIT to discuss high level strategies and practical insights. This year's speakers include CFOs from IBM, Jawbone, Pandora, TripAdvisor and [many more](#).

Ken Bettenhauser, President of HR Knowledge, will be a featured speaker on the panel titled "Automating Human Capital." To be successful, CFOs and other financial leaders need to better understand the human capital challenges organizations are facing today, and how financial leaders can help overcome them. "I am both honored and excited to share how new technology developments can reduce administrative burdens for HR staff so they can focus instead on strategic aspects of human capital. Financial leaders need to support these initiatives to achieve success for their organizations," says Bettenhauser.

"The role of the CFO requires financial expertise as well as business innovation skills," said Jeremy Seidman, Co-Chair of the MIT Sloan CFO Summit. "We're very excited with our 2015 speaker line-up of CFOs who demonstrate the best in integration of knowledge and creativity."

In addition to Ken Bettenhauser, Summit Highlights ([click here for full agenda](#)) include:

- Morning keynote: "The Moneyball Formula for Government" with Doug Criscitello, Executive Director of the MIT Center for Finance & Policy (former CFO of the U.S. Department of Housing and Urban Development)
- Luncheon session: "CFO Leadership in Driving New Business Models" with *Bloomberg* anchor Carol Massar, Peter Hirst, Executive Director, MIT Sloan Executive Education; Mark Buthman, EVP and former CFO, Kimberly-Clark; George Barrios, Chief Strategy and Financial Officer, WWE; and Jason Child, CFO, Jawbone.
- Break-out panels: "Capitalizing on Human Talent," "The Arc of the Deal," "Hunting Unicorns," "Accepting Business Risks," "Data Do's and Don'ts, and "Getting that Board Seat."
- Afternoon keynote: Fireside chat with IBM CFO Martin Schroeter
- A cocktail reception and networking session for attendees will be held immediately following the afternoon keynote

About HR Knowledge

Founded in 2001, HR Knowledge, Inc. is a privately funded company that provides Integrated Outsourced HR Services tailored to your needs. Our full array of human resource offerings includes managed payroll; employee benefits administration; and HR consulting and support services, such as training, compliance, and Hiring Process Management™, our specialized recruitment service that handles everything from finding and screening candidates to onboarding new employees. Our major markets are fast-growing small- and medium-sized businesses, many of which are venture-capital-backed; foreign companies expanding into the states; and certain key education markets including charter schools and nonprofit enterprises. Partnering with HR Knowledge can reduce your administrative costs, minimize your legal risk, help you find and develop talent, and free you up to focus on your core business.

About the MIT Sloan CFO Summit

The [MIT Sloan CFO Summit](#) is the nation's premier CFO event. Each year, the event offers a day of cutting-edge programming that addresses the changing role of the CFO. The event is rich with opportunities for practical education and peer networking in a time-efficient format. The Summit is part of the CXO Series produced by the MIT Sloan School of Management, one of the world's leading academic sources of innovation in management theory and practice, and the MIT Sloan Boston Alumni Association. The annual events are organized 100% by alumni volunteers. By promoting the MIT philosophy of "mens et manus," or "mind and hand," they are able to bring together the academic research from MIT Sloan with today's corporate financial leaders.

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