

2016 MIT Sloan CFO Summit to Explore the Changing Digital Landscape

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

Mansfield, MA – October 25, 2016 – HR Knowledge today announced that Ken Bettenhauser, Founder & President, will be a featured speaker at the [2016 MIT Sloan CFO Summit](#), the nation's premier CFO event, on Thursday, November 17, 2016. This year's theme is "Always On: The Digital CFO." Mr. Bettenhauser will be speaking about Talent Management at the Talent Management: How to Attract, Retain, and Optimize Employee Relations panel. He is one of an elite group of presenters from a wide range of industries. To register for the Summit, [click here](#). HR Knowledge will also be a featured silver sponsor this year for the 14th consecutive year.

The 14th annual Summit is a unique opportunity for 500 of the nation's top chief financial officers and senior financial executives to learn and discuss high level strategies and practical insights relevant to financial decision makers. This year's outstanding speakers include CFOs from GE, PayPal, Pandora, UPS, Zillow and many more.

"In New England, the market for talented employees continues to tighten and organizations need to embrace their specific Corporate Identity, market it effectively to prospective employees and foster it with existing staff," said HR Knowledge Founder & President Ken Bettenhauser. "I am excited to share the Best Practices and Lessons Learned at HR Knowledge (And our hundreds of Clients) to address this important topic with the CFO's and other finance leaders attending the event."

"In this highly mobile, always on, digital world, CFOs are helping their companies connect in new and exciting ways," said Jeremy Seidman, Co-Chair of the MIT Sloan CFO Summit. "Attendees will learn how to enhance their company offerings, better market to customers, and navigate this increasingly complex digital landscape."

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

- Morning keynote: Jeffrey S. Bornstein, SVP & Chief Financial Officer, General Electric Company
- Luncheon session: "Run DMC: CFO Leadership in a Digital-Mobile-Connected World" with The Wall Street Journal's Kimberly Johnson and CFOs Mike Herring, Pandora; John Rainey, PayPal; Richard Peretz, UPS; Kathleen Philips, Zillow
- Break-out panels: "Software Systems: Renew or Replace," "Maximizing Shareholder Value," "Anticipating Disruptions: External and Internal Threats to Data," "Talent Management: How To Attract, Retain & Optimize Employee Relations," "Convergence of Budgeting & Strategic Planning," "How to be a Quiet Leader and Have a Meaningful Impact"
- Afternoon keynote: Fireside chat with Bill Aulet, Managing Director, Martin Trust Center for MIT Entrepreneurship; Brad Dickerson, CFO, Blue Apron; Chris Nielsen, Chief Financial Officer, Redfin

About HR Knowledge

Founded in 2001, HR Knowledge, Inc. is a privately funded company providing integrated outsourced HR services tailored to our clients' needs. Our full array of offerings includes managed payroll, employee

benefits administration, and HR consulting and support services, such as training, compliance, custom-built software solutions, and Hiring Process Management™, our comprehensive recruitment service that takes you from finding to onboarding new talent. 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 charter schools. Partnering with HR Knowledge can reduce your administrative costs, minimize your legal risk, help you find and develop talent, and alleviate the HR burden so that you can 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.

Media Contact:

Melissa Gillespie
Vice President, HR Services
HR Knowledge
508-339-1300 (ext. 233)
melissa@hrknowledge.com