MERCURY

Executive Masterclass in Financial Strategy, Technology & Innovation

28 February – 4 March 2027
Amman (Jordan)



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Ref: 16317_1083300 **Date:** 28 February – 4 March 2027 **Location:** Amman (Jordan) **Fees:** 3300 Euro

Introduction:

The Executive Masterclass in Financial Strategy, Technology, and Innovation is for finance leaders navigating a world of rapid technological change and increasing strategic complexity. Today's CFO is no longer just a custodian of numbers but a forward-looking strategist, innovator, and driver of digital transformation. This course equips senior executives with cutting-edge insights into fintech, blockchain, artificial intelligence, and data-driven decision-making.

Participants will explore the integration of sustainability and ESG finance into corporate growth strategies. They will learn to shift from cost control to long-term value creation while mastering leadership in financial innovation. Through global case studies, the Executive Program in Financial Strategy, Technology, and Innovation highlights real-world transformations in finance functions. It prepares visionary CFOs for the years to come, including 2030 and beyond.

Targeted Groups:

This Executive Masterclass in Financial Strategy, Technology, and Innovation targets professionals seeking specialized knowledge and skills:

- CFOs leading finance transformation.
- Senior finance executives seeking digital readiness.
- Corporate strategists are focusing on innovation.
- Risk and compliance directors aiming for resilience.
- ESG and sustainability officers shaping green finance.
- Board members oversee financial governance.
- Investment managers are integrating technology trends.
- Consultants advising organizations on finance innovation.

Course Objectives:

Participants will achieve the following objectives by completing the Executive Course in Financial Strategy, Technology, and Innovation:

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- Analyze the impact of digital transformation on finance operations.
- Evaluate the use of fintech, blockchain, AI, and analytics in strategic decision-making.
- Apply cost and value management frameworks in executive-level planning and decision-making.
- Assess methods of integrating sustainability and ESG factors into financial strategy.
- Design innovative approaches that align financial leadership with corporate growth.
- Interpret global case studies of finance transformation in leading organizations.
- Develop advanced leadership skills for future CFO roles.
- Synthesize insights on resilience, agility, and governance for digital finance.
- Recommend solutions to complex strategic challenges using technology-driven models.
- Anticipate shifts in finance leadership roles toward 2030 and beyond.
- Create roadmaps that strike a balance between innovation, compliance, and risk management.
- Demonstrate visionary thinking in aligning finance with corporate strategy.

Targeted Competencies:

Participants will gain the following competencies during the Executive Program in Financial Strategy, Technology, and Innovation:

- Mastery of digital finance tools and applications.
- Strategic cost and value management techniques.
- Integration of ESG and sustainability in finance.
- Leadership in financial technology adoption.
- Critical thinking in complex financial challenges.
- Analytical skills for data-driven decisions.
- Visionary CFO leadership competencies.
- Risk and compliance adaptability in innovation.
- Practical application of global finance case studies.

Studying Scenarios:

In this Executive Training in Financial Strategy, Technology, and Innovation, participants will develop their skills through the analysis of the following scenarios:

- Assessing the adoption of AI in financial forecasting.
- Implementing blockchain to enhance transparency in reporting.
- Shifting corporate strategy from cost reduction to value creation.
- Designing ESG reporting frameworks for global corporations.
- Reviewing case studies of multinational CFOs leading digital transformation.
- Analyzing financial resilience strategies during economic disruptions.
- Evaluating governance and risk controls in innovation-driven finance.
- Comparing global approaches to sustainability in financial management.
- Building a roadmap for visionary CFO leadership in 2030.

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Course Content:

Unit 1: Digital Transformation in Finance:

- Introduction to the evolution of digital finance.
- Role of fintech in reshaping financial services.
- Blockchain applications in financial transparency and efficiency.
- AI in financial forecasting, risk assessment, and reporting.
- Data analytics in strategic finance decisions.
- Cybersecurity and financial risk management.
- Digital ecosystems and partnerships with fintech firms.
- Case study: A global bank's digital transformation journey.
- The future of CFOs in a technology-driven finance world.

Unit 2: Strategic Cost & Value Management:

- Shifting the CFO's mindset from cost-cutting to value creation.
- Strategic frameworks for value-based decision-making.
- Advanced techniques in cost analysis and optimization.
- Linking financial strategy with corporate innovation.
- Value creation through digital and data-driven models.
- Aligning shareholder and stakeholder expectations.
- Case study: Transforming corporate value through strategic finance.
- Tools for measuring intangible assets and intellectual capital.
- Future trends in cost and value management.

Unit 3: Sustainable & ESG Finance:

- Introduction to ESG principles and sustainable finance.
- Green finance instruments and investment frameworks.
- Integration of sustainability in corporate financial strategies.
- Global standards and ESG reporting frameworks.
- The CFO's role in driving sustainability transformation.
- Case study: A multinational company's ESG finance journey.
- Aligning long-term growth with environmental and social impact.
- Investor expectations and ESG-driven capital allocation.
- Building resilience through sustainable financial planning.

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Unit 4: Leadership in Finance Innovation:

- The Evolving Role of Financial Leadership in Innovation.
- Building a culture of agility and digital adaptability.
- Leadership skills for driving finance transformation.
- Case study: CFO-led innovation in a global technology firm.
- Collaborating with cross-functional teams for digital projects.
- Communication strategies for change management in finance.
- Navigating resistance and risks in innovation adoption.
- Developing future-ready finance leaders.
- Lessons learned from global finance innovation leaders.

Unit 5: Future of the CFO:

- The CFO is a visionary strategist beyond 2030.
- Trends shaping the future finance function.
- Emerging technologies and their implications for CFOs.
- Building resilience and agility in global finance.
- Redefining governance and compliance in digital contexts.
- Leading global finance teams in disruptive environments.
- Balancing innovation, compliance, and ethical finance.
- Developing long-term leadership roadmaps.
- Inspiring future-ready financial executives.

Final Insights & Key Takeaways:

The Executive Masterclass in Financial Strategy, Technology, and Innovation equips finance leaders with the tools to lead digital and sustainable transformation. Participants will gain the ability to balance technology, value creation, and ESG priorities in executive decision-making. The program features global case studies to offer practical insights into financial innovation. Ultimately, it prepares CFOs and senior executives for future-ready leadership in a fast-changing financial landscape.