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# 2025 TREASURY TRENDS



**CRAIG JEFFERY, MODERATOR**  
Founder & Managing Partner, Strategic Treasurer



## WHAT

Discussing the transformative trends shaping treasury management and how to position your organization for success.



## WHEN

Thursday, December 12, 2024  
12:00 PM – 1:00 PM EST



## WHERE

Live online presentation  
Replays at [StrategicTreasurer.com](https://StrategicTreasurer.com)



Certified Corporate  
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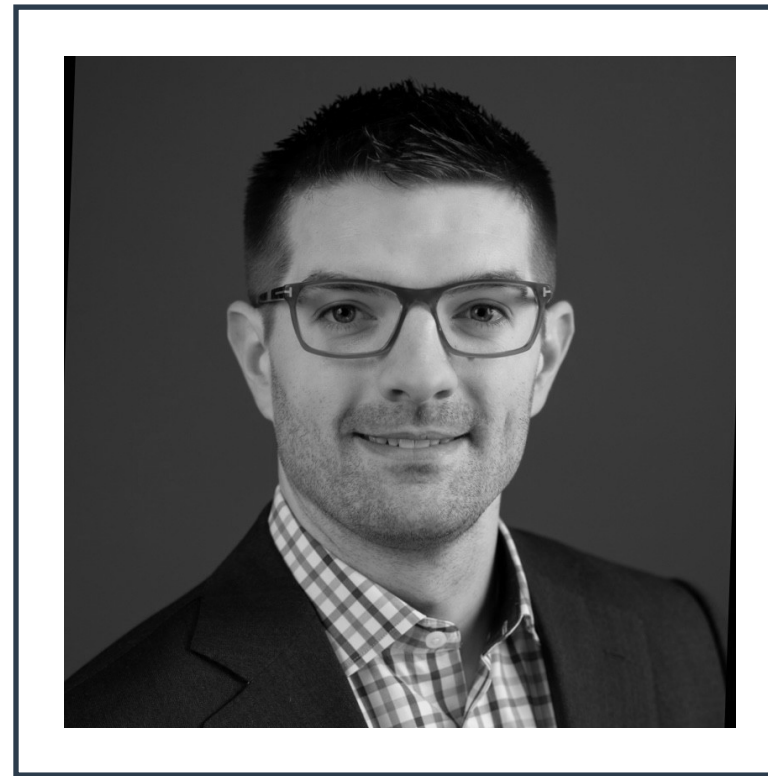
This presentation is provided by Strategic Treasurer and Kyriba.

# TODAY'S PANELISTS



**YUSSUF ALI**

Global Presales Risk &  
Strategy Lead, Kyriba



**ANDREW BLAIR**

Director Presales,  
North America, Kyriba



**DORY MALOUF**

Director Value  
Engineering, North  
America, Kyriba

# HEADING INTO 2025

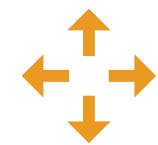
## THE SITUATION



Geopolitical instability and risk management



Central bank decisions



Shifting global financial environment



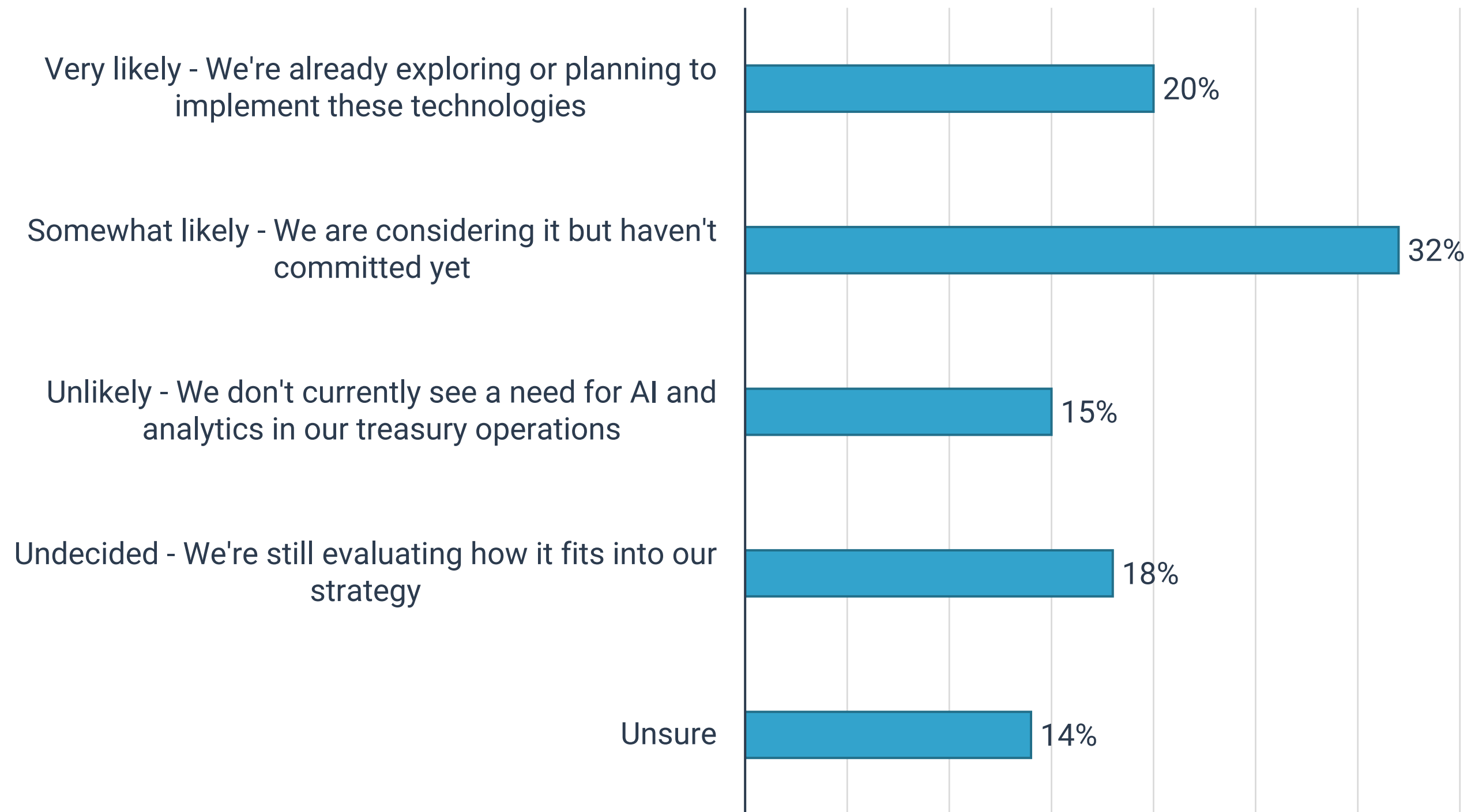
Increased need for liquidity and working capital optimization



Changing technological landscape

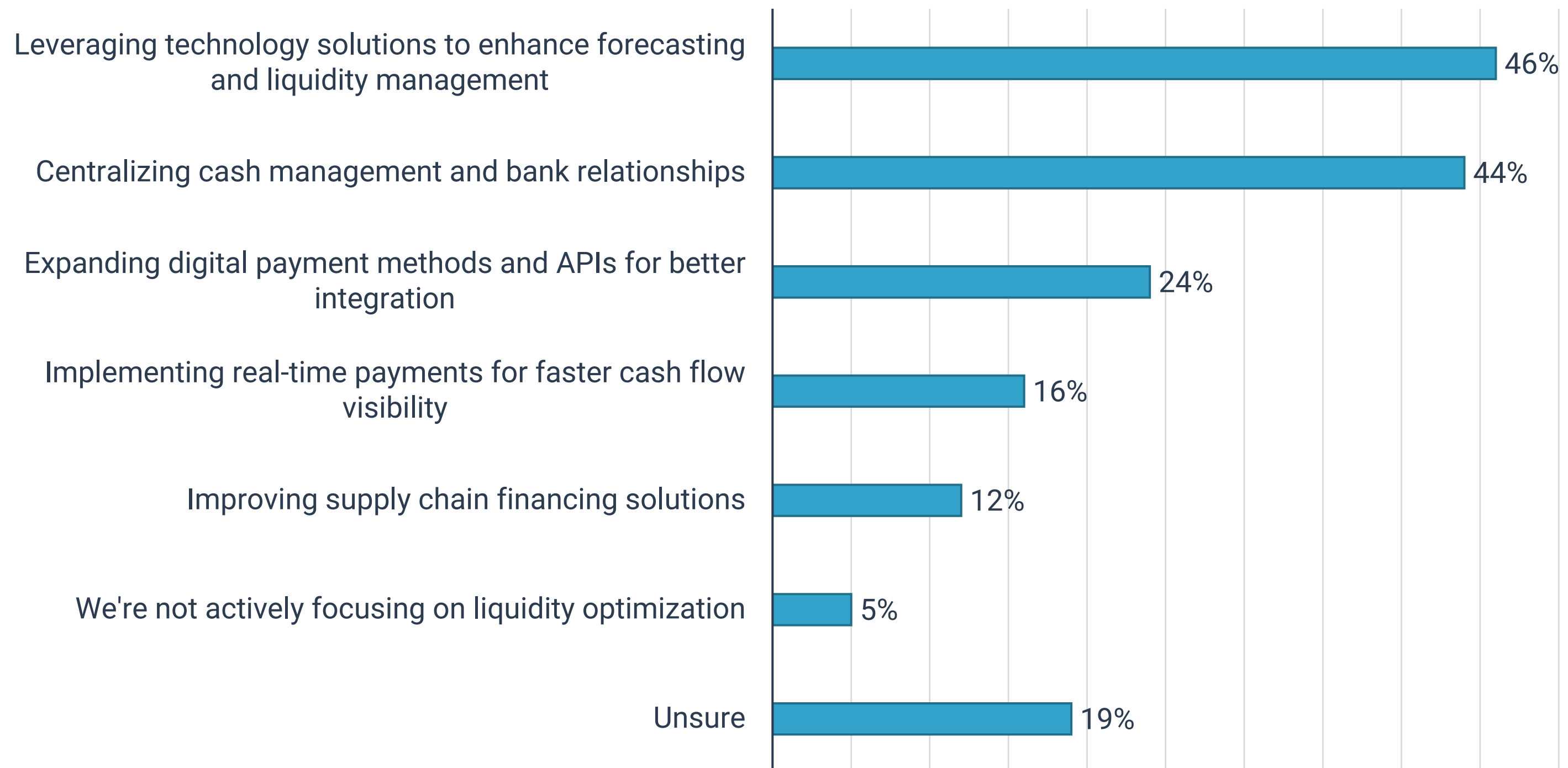
# POLL QUESTION

## Poll 1 - How likely are you to integrate AI and advanced analytics into your treasury operations by the end of 2025?



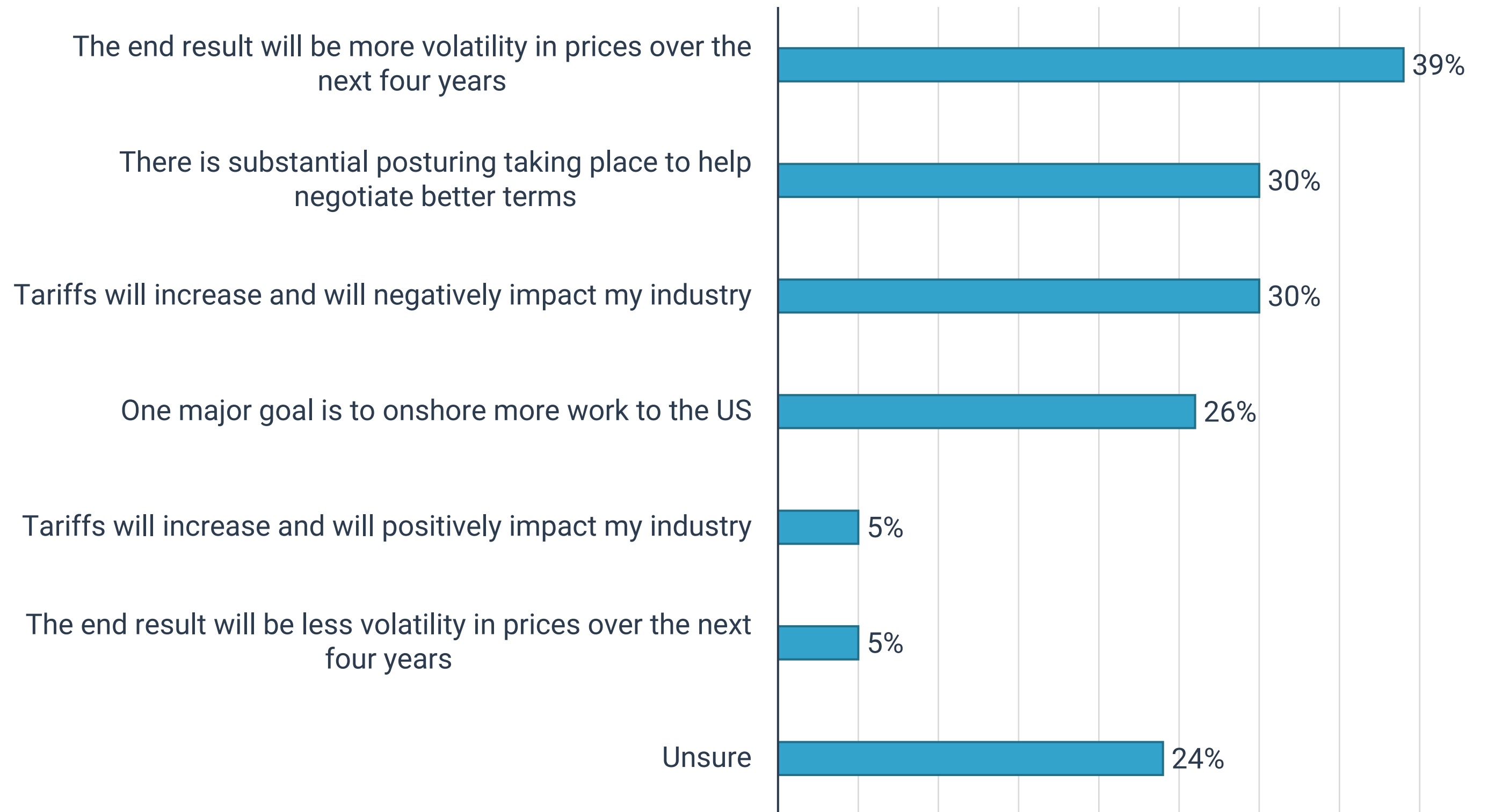
# POLL QUESTION

## Poll 2 - Which strategy are you currently prioritizing to optimize liquidity and working capital in the next 12-18 months? (all that apply)



# POLL QUESTION

## Poll 3 - Regarding possible tariffs of the incoming US administration, my views are that: (all that apply)





# LET'S CONNECT

DON'T LET THE LEARNING END HERE...  
CONTACT US WITH ANY FUTURE QUESTIONS

Thank you for your interest in this presentation and for allowing us to support you in your professional development. Strategic Treasurer and our partners believe in the value of continued education and are committed to providing quality resources that keep you well informed.



## STRATEGIC TREASURER

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- Treasury Structures
- Liquidity & Risk
- Banking Services
- Treasury Technology



### ASSIST Outsourced Services

- Fee Management
- Employee Security Training
- Compliance Services
- Connectivity & Onboarding



### RESEARCH Market Data

- Survey Participation
- Research Report Access
- Industry & Peer Benchmarking
- Critical Treasury Assessment



### INFORM Industry Insights

- Technology Analyst Report
- Webinars (CE Credits)
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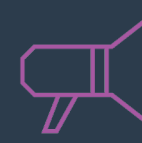
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- Marketing Team Support
- Content Amplification
- SME Speaker Bureau



### RESEARCH Market Data

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- Tailored Market Research
- Survey Program Sponsorship
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### INFORM Industry Insights

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