

THE PORTFOLIO OF GUEST LECTURES **(GLOBAL BUSINESS SERVICES / IT INDUSTRY)**



INDUSTRY EXPERTS WILLING TO
VOLUNTARILY GIVE GUEST LECTURES AT
UNIVERSITIES IN LATVIA

**Choose the lecture that meets the
needs of your study course!**

It is an opportunity to delve into business topics
studied through the lens of industry experts!

ABOUT ABSL LATVIA

ABSL Latvia stands as an organization dedicated to Global Business Services Centers (referred to as "GBSC") and IT Outsourcing companies situated in Latvia. Commencing its journey in early 2019, the association's core responsibilities encompass:

1. Advocacy for the Industry: This entails liaising with governmental institutions to safeguard the collective interests of the industry.
2. Collaboration with Higher Education Institutions: We actively collaborate with higher education establishments to enhance study programs by incorporating competencies that are in high demand within the industry.
3. Representation in the Public Sphere: We participate in public media engagements and public events to articulate the industry's viewpoint, thereby bolstering its recognition.
4. Facilitation of Knowledge-Sharing Events: We organize events where association members can exchange insights and knowledge.
5. Annual Business Services Report: We release a comprehensive report each year focused on Business Services.

For additional information about us, please visit our website: www.absl.lv

ABSL Latvia members:



About Guest Lectures

The guest lecturer's portfolio is curated to offer comprehensive content covering various topics shared by industry experts who are eager to engage with students. We've categorized all the lectures into distinct thematic areas that directly align with different study courses, making it effortless for you to pinpoint relevant topics within each course.

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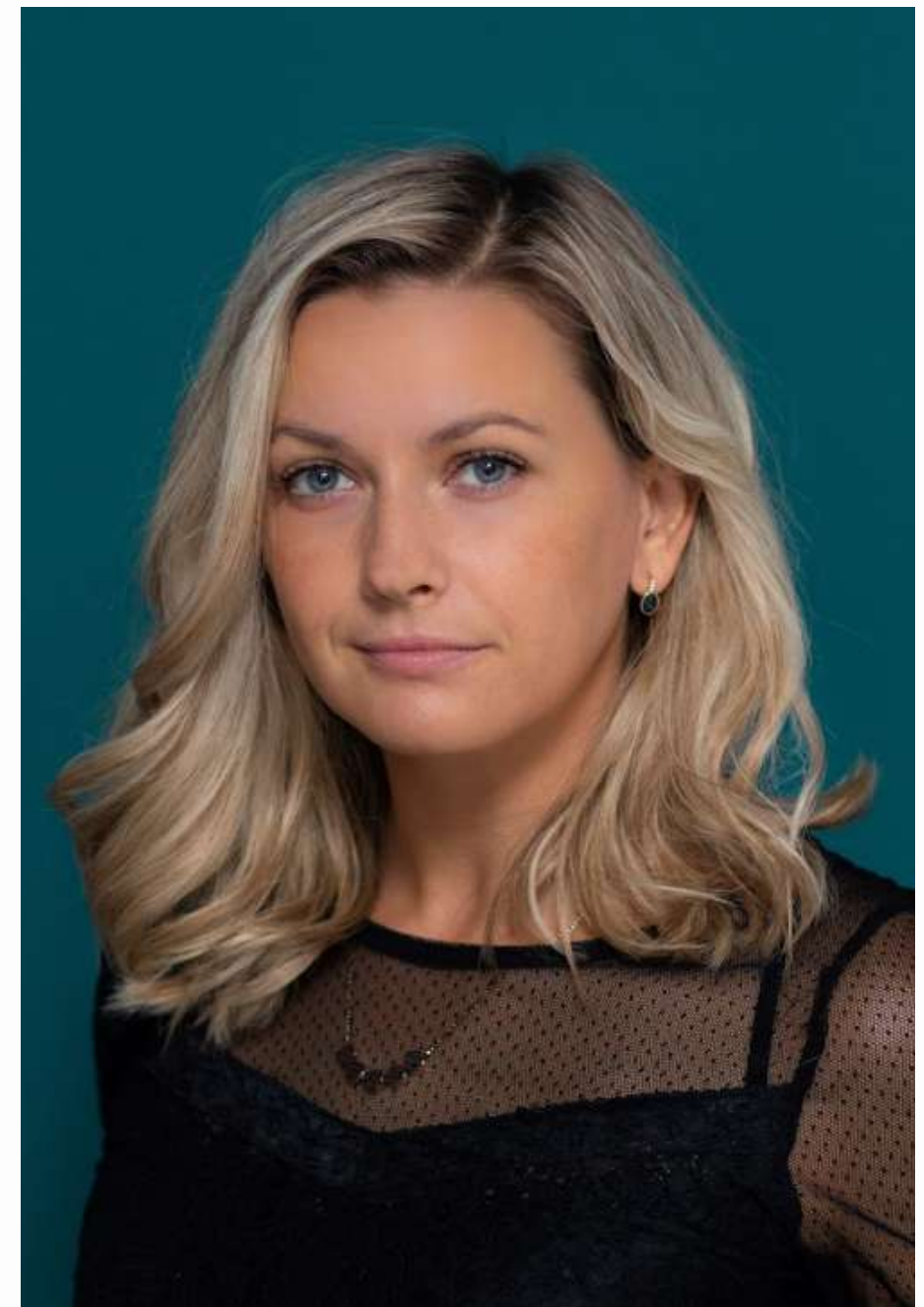
BUSINESS STRATEGY

THEORIES OF MOTIVATION AND PRACTICES IN THE ORGANIZATION

NEW

BRIEFLY ABOUT THE LECTURE:

What is motivation? Does it even exist? How motivational theories have evolved the work environment, employees, organizations? During the lecture we will look into different theories and most important - practice some creative and engaging tasks to see how the motivation or lack of motivation impact employees, organization, goals. What are the latest tendencies how to motivate employees or how employees can find their motivation in a fast-moving, developing organizations. The impact of leadership and inclusion will also be touched, feedback culture and how to use the creativity to unlock the individual`s potential and improve the motivation for employees.



Gunta Smedina
Head of Department
International Units
at DNB Bank ASA

PREVIOUS EXPERIENCE OF LECTURERS:

I am working as a leader for almost 14 years, have experience in Scandinavian organizations - Zalars Service Center (8 years), DNB Service Center Riga (5 years). I have a coaching certificate, practicing coaching knowledge working with my team. Points Of You (picture card methodology) - Expert level. I have a certificate in Systemic Constellations for Organizations - how to build healthy and functioning, successful teams and business. I have read the lecture at the Faculty of Economics of the University of Latvia on the same topic last year / 2022.

I have organized different workshops, leadership programs, speeches, presentations about different leadership, coaching, creativity in organizations, stress management etc.

Please choose the lecture language:



lecture code: #dnb02



SHARED SERVICES CONCEPT AND ROLE IN CORPORATION'S DEVELOPMENT STRATEGY

BRIEFLY ABOUT THE LECTURE:

This lecture will highlight the main functions that are usually centralized and how a company can benefit from Shared Services operations and high-level centralization. Tietoevry SSC's development path through finance function transformation and digitalization is a great example of increasing efficiency and achieving other advantages in finance operations.

The second part of the lecture is a valuable experience story about centrally managed finance processes within Tietoevry integration, the real scope of ERP system implementation in a global company, and key lessons learned during the transition period.

Shared Services Concept

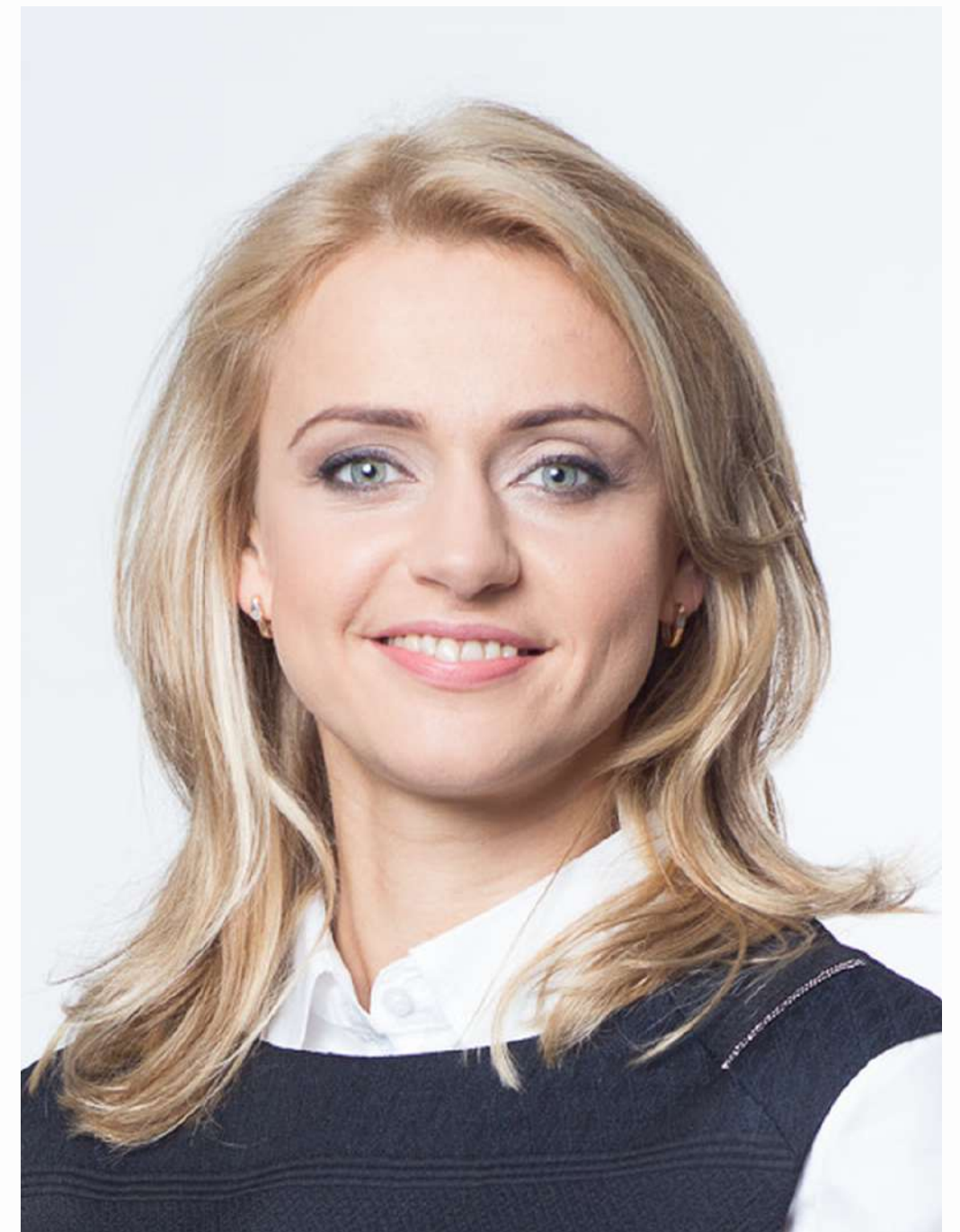
- Shared Services vs. Outsourcing
- Building up Tietoevry SSC
- SSC sector in Latvia

Tietoevry SSC role within M&A strategy

- SSC strategic role in Tieto and EVRY merger
- The scope of the ERP implementation project

PREVIOUS EXPERIENCE OF LECTURER:

Ilona's professional education and entire work experience are in the finance field. She has graduated from EMBA studies at Riga Business School in 2019 and then stepped into the Shared Services industry. Currently, Ilona is heading Shared Finance Operations in Tietoevry Shared Service Center.



Ilona Valdmane
Head of Shared
Finance Operations
Tietoevry



RECOMMENDED
GUEST LECTURE

Choose the lecture language:



lecture code: #tietoevry01

AGILE WAY OF WORKING AND IMPORTANCE OF STAFF IN THE REACH OF STRATEGY

BRIEFLY ABOUT THE LECTURE:

Business Strategy is very wide subject that could be described from many perspectives. As we are working in international environment, this topic could be covered from work in international teams and delivering on a strategy with multiple stakeholders. Together with the course manager, this topic could be molded in any direction and perspective.

PREVIOUS EXPERIENCE OF LECTURER:

Vineta has been working in SEB Global Services for 9 years and participated in several process transitions from other countries to Riga, including system changes etc.

She has been mentoring her colleagues as team member. Vineta has participated in guest lectures in SSE.



Vineta Peimane
Global Process Manager
SEB Global Services



Please choose the lecture language:



lecture code: #seb01

PRODUCTIVITY IMPROVEMENT PROJECT AND ITS EFFECTS ON COMPANY AND INDIVIDUALS

NEW

BRIEFLY ABOUT THE LECTURE:

Considering the ongoing uncertainty that AI revolution brings to the table, lecture aims to explain the changing job market and business strategies. "Smarter Atea" initiative is a pristine example of an employer challenging the old ways of working and freeing employees' time from low-value activities. Through the project perspective we aim to give students a real-life example of an 8000-person company restructuring its approach to work organization with a goal of saving 400,000 work hours annually. The lecture would cover the basic approach to LEAN and discuss organization productivity improvements in detail. It would also highlight their effect on employees, including naming of competencies essential for future employees to adapt in changing environments.



Ieva Aizvakara
Business Area Manager:
Procurement & Customer
Operations
at Atea Global Services

ATEA

PREVIOUS EXPERIENCE OF LECTURER:

Ileva Aizvakara, a certified LEAN trainer, is actively involved in bringing LEAN practices to Atea, a global IT company with over 8000 employees. Her recent focus has been on creating a strong company-wide community to drive improvement initiatives. In Riga she represents the local efforts for the "Smarter Atea" project, which aims to save 400,000 work hours annually.

Please choose the lecture language:



lecture code: #atea02

FINANCE

FINANCE IN SHIPPING

BRIEFLY ABOUT THE LECTURE:

The lecture will delve into various economic concepts, such as supply and demand, shedding light on topics like why “cash is the king”, financial tracking, and performance evaluation. To enhance understanding, the material will feature real-life examples of processes and systems met in MSC. Complex subjects will be explained using simple language, ensuring clarity for all participants.

PREVIOUS EXPERIENCE OF LECTURERS:

Raivis Trenko has more than 10 years of experience within Shared Service Centers industry. Currently Raivis is Finance & Logistics Services Manager, where he makes goods moving world-wide while staying in the office. Raivis is also a Head of MSC Academy, actively sharing his knowledge and providing lectures upon various topics. Moreover, Raivis continues his studies pursuing MBA at Riga Business School.



Raivis Trenko
Documentation, Pricing and Legal
Services Manager
MSC Shared Service Center



Please choose the lecture language:



lecture code: #msc01

GROUP FINANCE & REPORTING ANALYST'S ROLE IN SEB

BRIEFLY ABOUT THE LECTURE:

Topics that would be covered:

- Group Finance in SEB - what services Group Finance provide (an overview)
- An in-depth look at the Trading Control Reporting department and Data 7 Reporting Services (DRS) in SEB
- Skills that make you successful in the role of reporting analyst that SEB is looking for

PREVIOUS EXPERIENCE OF LECTURER:

- 5+ years experience in Finance at SEB; Masters degree in Economics; Experience with process management, automation and improvement
- I have experience from giving some guest lectures:
2022/2023 study year
- Kaunas University of Technology – 2022-12-01
- Riga Technical University – 2022-10-04
- Vilnius university Business School – 2022-09-26

2021/2022 study year

- Riga Graduate School of Law – 2022-05-12
- VILNIUS TECH - Vilnius Gediminas Technical University – 2022-05-10
- Riga Technical University – 2022-11-02 (online due to COVID-19)
- RISEBA – 2021-10-16 (online due to COVID-19)
- University of Latvia – 2021-10-18 (online due to COVID-19)

ADDITIONAL NOTE FROM THE LECTURER:

The topic of the lecture can be customized depending on the need, but the main purpose of the lecture is to cover how Group Finance in SEB works and what skills are needed. I can spend more time on skills or organization/tasks depending on the interest



Kaspars Ramiņš
Global Process Manager,
Data & Reporting Services
SEB Global Services



Please choose the lecture language:



lecture code: #seb03

CUSTOMER SERVICE

CUSTOMER EXPERIENCE PROCESS IN GLOBAL MANUFACTURING ORGANIZATION

BRIEFLY ABOUT THE LECTURE:

The time has passed when Customer Care could be successful based only on transactional excellence of Customer Service. Along with the fast-developing markets the expectations have grown and now Global Business Service (GBS) needs to be a trusted partner to ensure an excellent Customer Experience through every step of the customer order process. Order To Cash (O2C) is the face of the organization which makes a difference in the environment when the price is not always the main driver of the preference.



Zita Lintere

Senior Manager, Customer Experience EMEA & NA
Cabot Latvia

LECTURE STRUCTURE:

- Introduction to GBS structure and how it brings value to the organization
- Introduction to supply chain process and functions from customer experience perspective
- Customer Care vs Customer Experience – what drives the difference?
- Customer centricity as a key to proactive and successful customer service
- O2C trends and development opportunities

PREVIOUS EXPERIENCE OF LECTURER:

Professional with more than 15 years of experience working in various managerial roles in international companies and for the last 6 years working in the Shared Services industry. Proficiency in internal training, workshop development, and co-founder of the Data Camp initiative for Cabot GBS in Riga. Currently leading O2C Operations for EMEA and NA regions within Cabot GBS organization.



Please choose the lecture language:



lecture code: #cabot01

GLOBAL B2B CUSTOMER SERVICE

BRIEFLY ABOUT THE LECTURE:

We will break your opinion about customer Services as a call center. You will learn how cooperation between Sales team and Customer Service can drive customers attitude towards our company.

We will share insights in Customer Service Representative daily work, where knowledge's in customer care, logistic, finance and even sales are needed. We will share experiences about a dynamically changing workday, where a simple conversation with an employee can be interrupted by a call from a Key account customer about a significant issue



Jānis Matīss Josts
Customer Service Team
Lead USA
allnex Latvia

PREVIOUS EXPERIENCE OF LECTURERS:

More than 6 years' experience in team management in customer oriented fields. Also have worked in public relations field for some part of the carrier and have been involved in several projects as leading lectures for students, trainings, etc.



Please choose the lecture language:



lecture code: #allnex02

CUSTOMER SERVICE

NEW

BRIEFLY ABOUT THE LECTURE:

Lecture gives an overview of what is considered a good customer service and invites students to actively participate in discussions.

- Importance of good customer service
- Who is a customer?
- Connecting to your customer
- Necessary trainings for good customer service
- Emotional and rational needs
- Different communication styles
- How to deal with an unsatisfied customer

In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

PREVIOUS EXPERIENCE OF LECTURER:

Jelizaveta Jurjeva has more than 6 years of experience in customer service, having first worked for Radisson, a global hotel chain, and for more than 3 years in direct contact with international agents and customers in the Customer Service Department of MSC Shared Service Center Riga. Now Jelizaveta is studying Master of Business Administration.



Jelizaveta Jurjeva
Freight Manifesting and
Invoicing Specialist at MSC
Shared Service Center



Please choose the lecture language:



lecture code: #msc02

PROCUREMENT

EFFICIENT AND EFFECTIVE SOURCE TO PAY PROCESS IN GLOBAL MANUFACTURING CORPORATION



Tereze Rozenberga
Buyer manager
Cabot Latvia



Janis Akermanis
Chemicals category manager
Cabot Latvia



BRIEFLY ABOUT THE LECTURE:

The classical Procurement function of a buyer sitting in a manufacturing facility is getting less and less common for international corporations. With the development of business services, all the needed supply of goods and services for facilities anywhere else in the world can be organized from an office (or home office) in Riga. This lecture provides insight into procurement world and best practices currently applied.

LECTURE CONTENT:

- Short introduction to Cabot
- Why does a company need an Effective & Efficient Source to Pay process?
- Source to Pay process overview and best practices (Sourcing, Buying, Paying)
- Mega trends in Sourcing

PREVIOUS EXPERIENCE OF LECTURERS:

Both lecturers have more than 8 years of experience in multiple international companies - individual specialist roles, responsibility to lead global projects, and multiple operational teams, which all combined make them a perfect fit to share the knowledge with students and open new horizons on how to look at the career opportunities in Global Services centers.

Please choose the lecture language:



lecture code: #cabot02

PROCUREMENT AND VENDOR MANAGEMENT

BRIEFLY ABOUT THE LECTURE:

This lecture gives a good overview of what is procurement and how it is done on practice. Difficult things will be explained in easy language. Students are usually actively involved into discussions. In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

- Definition and activities of Procurement
- Identification of subject or how do we know that we need to buy something?
- Selection of vendor
- Tender process and it's importance
- How do we know that we have chosen the best option or importance of defining the criteria
- KPIs
- Successful negotiations



Karina Spungina
(Procurement Officer)
MSC Shared Service Center

**RECOMMENDED
GUEST LECTURE**

PREVIOUS EXPERIENCE OF LECTURER:

Karina Spungina is an enthusiastic procurement specialist with a unique perspective, having worked both as a client and in client management. She has experience with renowned companies like GE Money A/S, Lattelecom, and Balta AS, and currently serves as a Regional Procurement Officer at MSC Shared Service Center Riga, ensuring optimal value for various agencies. Karina's daily routine involves streamlining procurement processes, conducting negotiations, and meeting KPIs. She is eager to share her knowledge and passion for procurement with anyone interested.

THIS PARTICULAR LECTURE AVAILABLE ONLY ONLINE

Please choose the lecture language:



lecture code: #msc03



HUMAN RESOURCES

EXPLORING TALENT MANAGEMENT

BRIEFLY ABOUT THE LECTURE:

Managing talent nowadays involves much more than it used to be, therefore maintaining employee engagement, building a thriving workplace culture, and enabling your employees to succeed in their positions are critical aspects of talent management. It's not one size fits all, though. Successful talent management will depend more and more on an organization's ability to build up a strategy and solutions based on the current and future business needs. And this is what we will explore together during the lecture.



Inga Skrastina
Program Manager
Global Talent Management
Cabot Latvia

PREVIOUS EXPERIENCE OF LECTURER:

Professional with over 6 years of experience in managing talent programs in Latvia, Europe, and Global corporation, specializing in the creation and facilitation of impactful learning and development initiatives. Runs programs encompassing onboarding, performance management, leadership development, succession planning, and change management with diverse functions, including business services, engineers and commercial teams. Dedicated to fostering professional growth and organizational success through strategic talent development.



Please choose the lecture language:



lecture code: #cabot04

FROM TRADITIONAL TO DATA-DRIVEN HR PROFESSIONAL: A COMPREHENSIVE GUIDE

NEW

BRIEFLY ABOUT THE LECTURE:

Have you thought about diving into the world of HR? It's not just about paperwork and interviews anymore! We're here to give you the scoop on how to rock it in today's HR scene! This topic empowers students with the skills and knowledge needed to excel in modern HR. Explore HR's evolution, the data-driven landscape, tools, decision-making, building data competency, ethics, and current trends. Whether starting or enhancing their HR journey, this guide prepares them to thrive in the current HR landscape, where data is the key to strategic success and business understanding.

PREVIOUS EXPERIENCES OF LECTURER:

With over 13 years of experience in HR and People Management, Hanna Ishutsinova is a seasoned professional who combines the role of People Head for EPAM Latvia for the past two years with HR Manager for the department with 1.7K people in it. Throughout her professional journey, Hanna has participated in a remarkable transformation in the HR and People Management landscape. Master's degree and postgraduate studies in Psychology.



Hanna Ishutsinova
People Manager, Head of People
at EPAM Systems



RECOMMENDED
GUEST LECTURE

Please choose the lecture language:



lecture code: #epam06

THE GREAT POWER OF PROFESSIONAL JOB APPLICATION

BRIEFLY ABOUT THE LECTURE:

This lecture will give an insight and practical tips and tricks how to compile your CV and cover letter in a professional manner. During the presentation you will get to know how to prepare for a job interview and the different job interview stages. The lecturer will share dos and don'ts.

In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

- Writing a professional CV
- Writing a cover letter
- How to prepare for job interview?



Evelina Lesina
HR Manager Baltics
MSC Shared Service Center

PREVIOUS EXPERIENCE OF LECTURERS:

Evelina Lesina, HR Manager of Baltics, is a highly motivated and competent HR professional with 10+ years of international experience in various HR matters. She holds a master's degree in Strategic management and Leadership from the University of Latvia. Evelina finds HR fascinating and challenging, always striving for improvement in training, recruitment, development, and HR process efficiency, elevating people and processes to higher standards.



Please choose the lecture language:



lecture code: #msc05

HR SERVICES IN GLOBAL ORGANIZATION - IT'S MORE THAN YOU THINK!

BRIEFLY ABOUT THE LECTURE:

What do you think HR functions are? Data management, payroll and recruitment? This is your great opportunity to find out about truly global HR processes and functions. Global HR processes are related to finance and accounting, legal, development, training, assessment, organizational planning and many more fields of expertise! You study economics, IT or law – sure, there is a way to build a great career in the field of Human Resources.

In this lecture we'll gladly share allnex experience and encourage you to think about HR as a potential career path!

Let's make an impact together!

PREVIOUS EXPERIENCES OF LECTURER:

Knowledgeable and motivated HR specialist with more than 8 years of progressive work experience in GBS environment – in allnex. Had hands-on experience in finance until found a passion for HR. Currently as HR Generalist leading and participating in various HR projects locally, recruitment, employee relations, regulatory compliance, and training and development.



Agija Dzērve
(HR Generalist)
allnex Latvia

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #allnex03

BENEFITS OF DIVERSITY, EQUITY, AND INCLUSION IN A GLOBAL ORGANIZATION

BRIEFLY ABOUT THE LECTURE:

Finding ways to effectively lead diversity efforts is often seen as the grand challenge for today's leaders, particularly when you consider the complexity of a global workforce. Leading an inclusive team or organization requires managing individuals and creating an environment where everyone feels safe and supported. This lecture highlights the best practices on diversity, inclusion, belonging, and equity—leaning into cultural humility, allyship, and more. We will discuss how to balance global and local approaches and initiatives involving local representatives and resource groups. Throughout the lecture, we will look at various real-life examples of how to foster a diverse, equitable, and inclusive environment that helps to achieve broader business goals.



Rasa Gicevica
Global Talent
Management Program
Manager
Cabot Latvia



PREVIOUS EXPERIENCE OF LECTURER:

Rasa's professional education and work experience are within business management and HR areas. She has a college degree in human resource management and graduated RISEBA with a bachelor's in business psychology and a master's in strategic business management. Rasa has worked in a global Talent Management team with Cabot Latvia for 5 years and currently is working as a Global Talent Management Program Manager, leading initiatives connected to Employee Engagement, Diversity & Inclusion, Development, and Retention

Please choose the lecture language:



lecture code: #cabot03

THE DYNAMIC ROLE OF HR IN A GLOBAL ORGANIZATION

BRIEFLY ABOUT THE LECTURE:

This lecture will give an insight into the Human Resources management function in the organization. During the presentation you will get to know what the main tasks of HR are, the biggest challenges and what changes Human Resources can be expected in the future. In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

PREVIOUS EXPERIENCE OF LECTURERS:

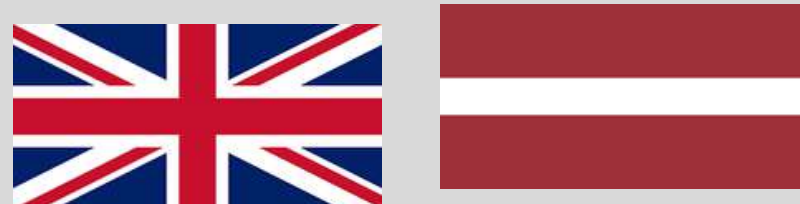
Evelina Lesina, HR Manager of Baltics, is a highly motivated and competent HR professional with 10+ years of international experience in various HR matters. She holds a master's degree in Strategic management and Leadership from the University of Latvia. Evelina finds HR fascinating and challenging, always striving for improvement in training, recruitment, development, and HR process efficiency, elevating people and processes to higher standards.



Evelina Lesina
HR Manager Baltics
MSC Shared Service Center



Please choose the lecture language:



lecture code: #msc06

INFORMATION TECHNOLOGIES

HOW LEARNING CULTURE AND A GROWTH MINDSET WILL SET YOU UP FOR SUCCESS IN THE IT INDUSTRY

NEW

BRIEFLY ABOUT THE LECTURE:

At the beginning of a career in IT, there are many areas and specialties where you can go and what you can choose. Fundamental knowledge at the higher education institution, as a rule, is not sufficient to get even a first job offer. Therefore, many students and people who want to start their career in IT are faced with the problem that they lack the practical skills and industry knowledge to get their first job. A good way to avoid such a problem is to think about what direction in IT you would like to develop in and start upskilling yourself in this direction in addition to your basic education. It is also worth noting that IT is a very rapidly developing industry and technologies, approaches become obsolete just as quickly. Having come to work, in order to climb the career ladder, it is essential to engage in upskilling in order to remain a valuable and desirable employee for any company in the labor market.



Nikita Kulevs
Data Engineer
at Cognizant Baltics

There is also a large number of certifications to confirm your knowledge when it comes to certain technologies. These certifications are also divided according to the level of depth of your knowledge in working with a particular technology. By taking this lecture students will learn, what are the latest upskilling trends, how to determine which direction to choose tech-wise and what are the most demanded and crucial skills required to achieve success in the IT industry.

PREVIOUS EXPERIENCE OF LECTURER:

I have obtained a bachelor degree in computer science and a masters degree in management of information systems. Upon graduation I started my career path with the intern position in the AIA (Artificial Intelligence and Analytics) department at Cognizant Latvia. Now I`m working as a data engineer in project which is related to car manufacturing. On top of all the above, I have acquired a few core Microsoft Azure certificates and have been exposed to learning culture at Cognizant every step of the way.

**RECOMMENDED
GUEST LECTURE**



lecture code: #cognizant05

MODERN METHODOLOGIES OF SOFTWARE DEVELOPMENT

NEW

BRIEFLY ABOUT THE LECTURE:

As the world of IT is experiencing rapid growth, the way we create computer systems and services is advancing just as quickly. In this lecture, we will explore the process of developing cutting-edge software and IT services, focusing on what makes them successful and the trends that are shaping the industry. We will delve into methodologies like Agile, Lean startup, and A/B testing, which play a crucial role in this process. This lecture is designed for students studying IT, as well as those in business administration and management disciplines who want to understand how technology and business intersect in today's dynamic landscape.



Dmitrijs Lebedevs
Solution Architect
at EPAM Systems

PREVIOUS EXPERIENCE OF LECTURER:

Software Engineer who walked a mile in almost everybody's shoes in the industry. For 26 years, he rebooted from a developer and test engineer to team lead, architect, engineering manager, and you-name-it. Today, as an explorer of entangled pathways of Software Development, he invites you to walk along with him during his talk. The lecture is based on a course Dmitrijs taught as a lecturer at TSI. Initiator and active driver of a local agile community, 'Agile Latvia', he organized conferences in Riga and spoke at various agile conferences abroad (Lithuania, Estonia, Finland, Norway).

The EPAM logo, featuring the word 'epam' in a bold, lowercase, sans-serif font, enclosed in large, stylized angle brackets.

**RECOMMENDED
GUEST LECTURE**



lecture code: #epam02

PATH TO SUCCESSFUL IT CAREER: THE ROLE OF YOUR FIRST WORKPLACE

NEW

BRIEFLY ABOUT THE LECTURE:

In this lecture Roberts will share his personal IT journey, illustrating how one's initial job experiences can shape his future career path. Leveraging his extensive 17-year background in the IT field, along with his tenure in managerial roles while fostering growth in others, Roberts will offer his learnings on how best to approach decisions related to early career choices while students are getting ready to enter the exciting world of IT. His personal career journey from IT consultant to local management team of the largest Scandinavian IT company brightly showcases how personal career choices can intertwine with your workplace's corporate culture. Sadly, many students eager to begin their careers often overlook the role that company's culture plays in their long-term career growth.

PREVIOUS EXPERIENCE OF LECTURER:

17 years ago, Roberts Eberliņš began his journey with Atea as an IT consultant while completing his final year of bachelor's studies in IT. Over time, he has grown to become an integral member of the local management team. Currently he is leading the IT Operations Workplace Tower, overseeing teams and operations spanning multiple countries as part of Atea Managed Services organization.



Roberts Eberliņš,
Director Operations
Workplace Tower
at Atea Global Services

ATEA

**RECOMMENDED
GUEST LECTURE**

Please choose the lecture language:



lecture code: #atea01

EMPOWERING THE FUTURE: NAVIGATING TEST AUTOMATION IN THE DIGITAL AGE

NEW

BRIEFLY ABOUT THE LECTURE:

Have a basic understanding of how to use the Automation Platform to implement test automation. Learn 3 ways to create & run automated tests, review test results, and manage your test cases. See feature highlights with self-healing, data-driven testing, smart wait etc. Learn how to integrate Git and Azure having CI/CD pipelines



Monty Bagati
QA Manager
at Cognizant Baltics

PREVIOUS EXPERIENCE OF LECTURER:

Expertise in Test Automation for more than 10 years implementing it across Europe , middle east and Asia for major IT organisations like T-Mobile, Telefonica etc

**RECOMMENDED****GUEST LECTURE**

Please choose the lecture language:



lecture code: #cognizant04

HOW UNIVERSITY LEARNINGS ARE UTILIZED IN AN IT CAREER

BRIEFLY ABOUT THE LECTURE:

How do the study courses you take during your university years reflect in a possible IT career journey? Let us compare your study curriculum vs knowledge and experience you need in different IT roles. We shall also explore how you can utilize those to help your company grow.

In this lecture, we will cover:

- Your curriculum reflection in a real-life IT career
- Your role in helping your company grow
- My professional journey within IT



Elvijs Sala
Delivery Lead,
EAS Salesforce
Cognizant Baltics

PREVIOUS EXPERIENCE OF LECTURER:

After university Elvijs joined a shared service center and has worked in the IT field for the last 8 years. He has gained experience in different delivery models like waterfall and agile, and by working in different positions as a Test specialist, Test Lead, Scrum Master, Manager and Functional Analyst. Most recently – Delivery Lead.

RECOMMENDED

GUEST LECTURE



Please choose the lecture language:



lecture code: #cognizant01

INTRODUCTION TO PRODUCT MANAGEMENT: VALUE-ORIENTED MINDSET AND PRODUCT DISCOVERY

NEW

BRIEFLY ABOUT THE LECTURE:

Get ready to dive into the exciting world of creating new things! In this lecture, Roman will share a perspective on building and launching products. You'll learn: -What is a product discovery, and why should it be done along with the delivery; -Meet the MVP and learn What is a Minimum Viable Product and why a scooter is NOT an MVP for a car; - Outsmarting Competitors and Henry Ford's Horse Race: Idea vs. Hypothesis - Let's Experiment!: how to run product experiments without even having the product; - Why a product mindset is the best jumpstart to entrepreneurship. The lecture will be helpful for those who want to run a startup or become a corporate entrepreneur.



Roman Zatitskii
Product Manager
at EPAM Systems

PREVIOUS EXPERIENCE OF LECTURER:

Roman is a product discovery manager with 10+ years in management consulting, with expertise in launching startups, and corporate products from various business domains. His consulting career focuses on the product discovery and launch stage, from ideation to a working business model. At EPAM, Roman serves as an Engineering Excellence product portfolio manager. Roman's MBA research (Finland, 2020) covers the startup ecosystems of Finland and the Baltics.

<epam>



lecture code: #epam04

EMERGING IT BUSINESS AND EVOLUTION OF “QUALITY” PECEPTION IN A DIGITAL WORLD

BRIEFLY ABOUT THE LECTURE:

In such an emerging technology world where Robots and Artificial Intelligence can do the work faster and more precisely – Will we be left without a job? In this lecture we will cover my perspective on our future way of working. Zooming-in to IT future which is already here and specifically how the perception of “product quality” is evolving.

In this lecture, we will cover:

- Future of Work
- IT Product “Quality First”
- From “Testing” to “Customer Experience Assurance”

PREVIOUS EXPERIENCE OF LECTURER:

Being on the Quality side for an all 8 year career in IT, performed a wide range of roles like Quality Assurance Specialist, Test Manager, Agile roles like Scrum Master, Product Owner, being Delivery Lead of an Account and Managed Baltics QE&A Delivery Center. Acting as a “bridge” between Business and Technical teams. Recently moved to commercial area and now leading Quality Engineering and Assurance Solution Architecture to expand our company’s business in the region. QA Generalist.

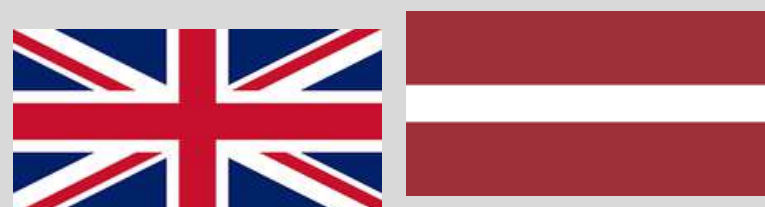


Pavels Ignatovics
Quality Engineering and
Assurance Solution
Architect
Cognizant Latvia

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #cognizant02

INTRODUCTION TO ROBOTICS PROCESS AUTOMATION

BRIEFLY ABOUT THE LECTURE:

This lecture gives an overview of what is Robotics Process Automation (RPA) and why it is so popular nowadays. Students will also see a demonstration of robot in action. Lecture also includes RPA market overview and future trends.

- What is RPA?
- Benefits and challenges of RPA
- Robot in action (demo)
- RPA market overview
- Future trends

Quiz for students In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.

PREVIOUS EXPERIENCE OF LECTURER:

Svetlana Stewart is an IT professional with more than 20 years of practical experience. She is leading IT Global projects and RPA initiatives in MSC Shared Service Center Riga. Her colleagues in RPA team develop robots for MSC agencies and headquarters all over the world. Besides robot development, the team also is RPA Center of Excellence in MSC helping to establish processes and best practices across RPA sites worldwide.



Svetlana Stewart
Robotic Process
Automation Project
Manager
at MSC Shared Service
Center

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #msc12eng

INTRODUCTION TO ROBOTICS PROCESS AUTOMATION

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This lecture gives an overview of what is Robotics Process Automation (RPA) and why it is so popular nowadays. Students will also see a demonstration of robot in action. Lecture also includes RPA market overview and future trends.

- What is RPA?
- Benefits and challenges of RPA
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- Future trends

Quiz for students In the end of lecture students will have a chance to win 3 prizes by answering questions from the quiz.



Jeļena Začeste
IT Business Analyst at
MSC Shared Service
Center

RECOMMENDED
GUEST LECTURE

PREVIOUS EXPERIENCE OF LECTURER:

Jeļena Začeste is an IT Business Analyst at MSC Shared Service Center Riga, with more than 10 years of practical experience in logistics. Her team develops robots for MSC headquarters and agencies worldwide. In addition, the robot development team is also an RPA Centre of Excellence at MSC, helping to shape robot development at other agencies.



Please choose the lecture language:



lecture code: #msc12lv

LEADERSHIP IN IT

BRIEFLY ABOUT THE LECTURE:

Following questions will be answered during the session:

- What makes a great IT leader?
- What is important to focus on being a leader in IT?
- How to help IT people grow?
- How to keep them motivated and engaged?
- How to keep them in this competitive IT world?

PREVIOUS EXPERIENCE OF LECTURER:

16 years experience in banking and finances, 10 years experience in Project/Programme management, including complex IT projects (implementation of new systems, new products, regulatory projects, etc), 2 years experience being a direct manager. Polina's Team has one of the highest scores in Employee satisfaction rate in the whole SEB group, low staff retention, high motivation to grow. When she came to SEB she was supposed to lead Team of 14 persons. Right now I am leading multiple teams, in total 30 employees.

Polina has been a guest lecturer in RTU last year (Agile vs Waterfall topic). As far as Polina knows - the feedback was very good. Previously she has worked as a trainer for new employees as well as she has provided training about project management in Nordea bank.

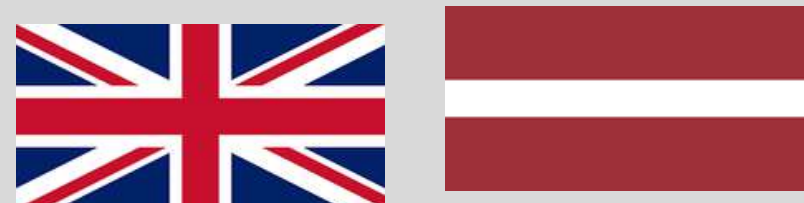


Polina Ribakova
(IT Team Manager)
SEB Global Services

RECOMMENDED
GUEST LECTURE



Please choose the lecture language:



lecture code: #seb02

ENABLING SECURITY

SECURITY AS BUSINESS ENABLING FUNCTION

BRIEFLY ABOUT THE LECTURE:

4th industrial revolution had already happened as we all live in the digital era. Rise of technology has fundamentally changed almost everything we do—from communication to buying groceries. Whatever you desire, is just a click away! The distance between you and this change is the same as that of those on the dark side of it. The digital era has posed significant impact on security, and cybercrime has increased exponentially in recent years along with the evolution of technology. The risks are no longer limited to a certain set of threats and vulnerabilities now threatening any size organizations and therefore - you.



Arturs Pantelis
Practice Lead,
Business Information Security
Cognizant Global

In this lecture we will cover:

- The role of security in modern organizations
- A paradigm shift (Security is no longer a roadblock)
- Enabling business growth in a secure way



RECOMMENDED
GUEST LECTURE

PREVIOUS EXPERIENCE OF LECTURERS:

After graduation from Police academy of Latvia and several years of service in State police of Latvia Artūrs joined telecommunication company as Lawyer and later moved his expertise into information security, data protection, regulatory and fraud prevention areas. Later in career Artūrs shifted his career path into the area of security and dedicated more than 10 years working in Information security governance, risk assessments, security management etc. in different positions across both – service and product organizations.

Please choose the lecture language:



lecture code: #cognizant03

RECOGNITION OF INSIDER THREAT

NEW

BRIEFLY ABOUT THE LECTURE:

- Introduction to current methodology of recognition of Insider Threat.
- Reasons why the Insider Threat is successful.
- Possible early mitigation steps.

PREVIOUS EXPERIENCE OF LECTURER:

Previous experience in giving guest lectures at Vidzemes University of Applied Sciences and Rezeknes Technology Academy.



Viesturs Bambans
Information Security Officer
at Intrum Global Technologies

intrum

RECOMMENDED
GUEST LECTURE

Please choose the lecture language:



lecture code: #intrum01

MODERN AUTHENTICATION (OAUTH, OIDC), IDENTITY AND ACCESS MANAGEMENT

NEW

BRIEFLY ABOUT THE LECTURE:

One of the most common entry point for this topic is my presentation/lecture - Modern Authentication. Starting with the terms - what is authentication/authorization? Journey from the basics to a concise understanding of OpenID Connect (OIDC) and OAuth – two fundamental protocols shaping today's secure digital landscape. OAuth, the foundation, empowers third-party applications to access user data without exposing credentials. It operates through authorization and provides tokens – access, refresh, and ID tokens. OpenID Connect builds upon OAuth, adding identity layer capabilities. It introduces ID tokens, which contain user identity information, enhancing security and enables single sign-on (SSO) into applications. The presentation is designed for people without any IAM knowledge. Afterwards it is expected to understand how do modern applications authenticate and authorize, and some brief understanding of the definitions and terms to research afterwards.



Jānis Lācis,
Authentication Group
Manager
at If Insurance



**RECOMMENDED
GUEST LECTURE**

PREVIOUS EXPERIENCE OF LECTURER:

Developer experience - 12 years, Management experience - 3 years, Identity and Access Management (IAM) experience - 5 years. If have both Bachelor's, Master's degree from University of Latvia. During last 5 years I have both taught and understood quite complicated topics in IAM area. Good amount of focus spent on APP/API Authentication + Authorization. Both onboarding new developers for this topic + both learning new things all the time, as this topic is quite broad.

I have taught at Riga Coding School for ~2 years, all the lectures are for grown ups only. Also I have delivered lectures to some software development companies for their internal developers.

Please choose the lecture language:
lecture code: #if01



PROJECT MANAGEMENT

CULTIVATING A PRODUCT MANAGEMENT MINDSET: SEIZING OPPORTUNITIES FOR SUSTAINABLE PRODUCT GROWTH

NEW

BRIEFLY ABOUT THE LECTURE:

Get ready to get a comprehensive overview of cultivating a product management mindset and opportunities to drive sustainable product growth. We won't just be talking theory but look at examples that show how all this works in the real world and practical strategies. You'll learn how innovation happens and know more about how companies adapt to changes in the market and create customer-centric solutions. By the end of this lecture, you'll have a whole toolbox and insights to navigate the complex landscape of product management successfully.

RECOMMENDED**GUEST LECTURE**

PREVIOUS EXPERIENCE OF LECTURERS:

Passionate, value- and innovation-driven IT Product Manager with experience in leading cross-functional teams to design, build, launch, and enhance products, and expertise in implementing and managing complex, large-scale projects. Blend technology skills with extensive Agile/SAFe/ITIL experience, a market orientation, and analytical abilities to evolve product strategy. Drive execution and collaboration across cross-functional and cross-country teams to achieve results that yield overall business growth and operational efficiency.



Karina
Product Manager
at EPAM Systems



Please choose the lecture language:



lecture code: #epam03

PROJECT MANAGEMENT AT GLANCE

NEW

BRIEFLY ABOUT THE LECTURE:

Do you know that we can regard every move in our life as a project? Going to the market, making pancakes - both of those things can be approached as a project. And, of course, we can improve them doing a better planning, execution, and checking of the actions. If you want to be more effective in all your life projects – please, join the course.



Mārtiņš Bērtulis
IT project Manager
at MSC Shared Service Center

RECOMMENDED
GUEST LECTURE

PREVIOUS EXPERIENCE OF LECTURERS:

Mārtiņš Bērtulis is an experienced IT project manager who has worked for both - internal projects and projects with customers. Unpredictability is he's main fear, so he's trying to plan and be ready even for the smallest trips when going to the market. Martins is also using his project management experience to organize sports and corporate events.

THIS PARTICULAR LECTURE AVAILABLE ONLY ONLINE

Please choose the lecture language:



lecture code: #MSC14

FROM ZERO TO HERO: PROJECT FROM SCRATCH TO A SELLING PRODUCT. REAL STORY

NEW

BRIEFLY ABOUT THE LECTURE:

Have you ever wondered why some projects crash and burn while others soar high? Projects can hit the rocks for various reasons. Sometimes, plans need to be more solid, goals are fuzzy, or teams need to be on the same page. Let's find out what can go wrong and how we may make things right to help the project survive. We'll take a real example that went from zero to hero, talk about the backstage of a project, and dig deeply into why and how everything starts. Then, we'll find out how to turn risks into opportunities. Surprise, surprise – risks aren't always bad news! As projects move forward, they face crossroads to make different decisions that can make or break the whole thing. We'll analyse how the project was evaluated, what decisions were made, and why. Heroes work best when they're a team. We'll dive deeply into team and process considerations, and discover the magic of collaboration. And finally, the big moment: delivering the project.

Choose the lecture language:



lecture code: #epam05



Andrey Demchenko
Project Manager
at EPAM Systems



PREVIOUS EXPERIENCE OF LECTURERS:

With over 17 years of experience in software development, Andrey has dedicated more than 11 years of his journey to EPAM. Within this time frame, he's taken on diverse roles that have shaped his expertise as a Development Team lead & Project Coordinator, Delivery Manager, and Delivery Supervisor. efficiency.

SCRUM AS AN EFFECTIVE WAY TO CREATE A PRODUCT

NEW

BRIEFLY ABOUT THE LECTURE:

There are a lot of ways how to create a successful product. In the IT world one of the popular ones is the Agile framework called Scrum. But are we using Scrum correctly? Does it even make sense to use it in the current project or product development? This lecture will cover topics as: - when to use Scrum? - how Scrum development should look? - how to maximise value we get from using Scrum?



Austriis Laizans
Scrum Master
at EPAM Systems

PREVIOUS EXPERIENCE OF LECTURERS:

My journey in this role has spanned across the orchestration of multiple teams engaged in diverse business verticals. Beyond this, I've assumed the role of a trusted consultant, collaborating with many teams to improve their processes and boost effective collaboration to achieve better results.

Please choose the lecture language:



lecture code: #epam01

OTHER TOPICS

LEAN FUNDAMENTALS FOR BEGINNERS

NEW

BRIEFLY ABOUT THE LECTURE:

This introductory course aims to provide participants a solid understanding of Lean principles and the concept of continuous improvement. Whether you're new to the world of Lean or looking to enhance your problem-solving skills, this course will equip you with the foundational knowledge needed to drive efficiency and effectiveness in various aspects of life. Through engaging discussions and interactive activities, you'll learn how to apply Lean thinking to optimize processes and foster a culture of continuous improvement.

PREVIOUS EXPERIENCE OF LECTURERS:

Svetlana Kocerova: Leader and Lean enthusiast with many years of experience. Worked in various positions: implementation of Lean and training, transfer of services, establishment and management of branch administration, management of bank operations departments and various efficiency and change projects. Doctoral student of the University of Latvia with a focus on efficiency and lean application in the service industry. Olesja Dorohova: Master's Degree in International business, Project Manager for Latvian branch of DNB Bank ASA, Lean Black Belt with more than 5 years practical experience, conducted training for 400+ employees.



Svetlana Kocerova
Head of the Branch
at DNB Bank ASA



Olesja Dorohova
Project Manager
at DNB Bank ASA

Please choose the lecture language:



lecture code: #dnb01



POWER BI, INTRODUCTION

BRIEFLY ABOUT THE LECTURE:

This lecture is dedicated to introducing students to Microsoft Power BI application. If you have never heard or have never seen Power BI – then this lecture is for you. During the lecture we will have a demo on how to navigate within the application, how to connect the data, how to build simple yet meaningful report. This lecture is your first steps into the exiting and demanded Business Intelligence world.



PREVIOUS EXPERIENCE OF LECTURER:

Vjačeslavs Matvejevs is a Microsoft certified Data Analyst working on multiple data related projects in MSC SSC Riga for almost 2 years, has already accomplished a bachelor's degree in Logistics Management and currently doing a master's degree in computer science with focus on Data Analytics & Artificial Intelligence. In MSC SSC Riga works on predictive analytics and develops a data driven models using Power BI reports as a final product for business.

Vjačeslavs Matvejevs
BI and Data Analyst
MSC Shared Service Center



Please choose the lecture language:



lecture code: #msc08

IMPORT AND EXPORT PROCEDURES

BRIEFLY ABOUT THE LECTURE:

This lecture gives general introduction to processes from MSC Shipping Line Documentation & Customer Service perspective, introduction to basic concepts as well as genuine business scenarios. • End-to-End process and Documentation • MSC procedures and precedents • Abandoned cargo – practical insight • Overview on MSC general concepts

PREVIOUS EXPERIENCE OF LECTURERS:

Signe Pikelnere has been in the Shipping industry since 1998, working for prominent companies like Maersk & MSC. Her expertise lies in Import Customer Service, enabling her to share valuable insights from both Liner and Customer perspectives. She real life scenarios, case studies and industry to engage the audience in interactive discussions, simplifying complex concepts related to this rapidly expanding industry, which plays a significant role in our lives.



Signe Pikelnere
Functional Business Specialist/
Customer Service Projects
MSC Shared Service Center

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #msc04

EXCEL TOP USEFUL TRICKS

BRIEFLY ABOUT THE LECTURE:

The lecture is aimed to introduce listeners to the capabilities of Excel, different tools that can be used to enhance Excel tasks and supply tips and tricks to make everyday work easier. • When to use (or not use) Excel • Setting up workspace • Range vs Table in Excel • Pivot Tables • Errors in formulas, lookup functions and data modification

PREVIOUS EXPERIENCE OF LECTURER:

Ruta Vitkovska has seven-year experience in data management and last year accepted the challenge of joining MSC Shared Service Center Riga as a part of Reporting Department. There Ruta runs daily reports and creates ad-hoc Excel reports for internal customers. Ruta holds a bachelor's degree in Mathematics of the University of Latvia. She likes technical challenges and finding ways to automate daily tasks.



Ruta Vitkovska,
Reporting Department
Specialist
MSC Shared Service
Center



Please choose the lecture language:



lecture code: #msc07

GDPR BASICS IN PRACTICE

BRIEFLY ABOUT THE LECTURE:

Gain fundamental knowledge, insights, and real-life examples through practical scenarios to delve into the legal aspects of the GDPR. Through engaging case studies, students will immerse themselves in the role of an enterprise striving to follow GDPR regulations. This course equips participants with the understanding of how to navigate everyday situations while ensuring lawful processing of personal data



Sanita Goldberga
Legal Governance Manager
MSC Shared Service Center

PREVIOUS EXPERIENCE OF LECTURERS:

Sanita Goldberga, Legal Governance Manager of MSC Shared Service Center Riga graduated Riga Graduate School of Law and has Master's degree of Social Sciences in Law with specialisation in International and European Law. Sanita has 9 years' experience in Sanctions Compliance division, led the cargo claims handling team and is currently involved in legal governance matters within the company, such as - contract review, GDPR and AML requirement implementation. Sanita was able to tailor her own experience with courses from several tracks offered, including Public International and Human Rights Law, European Union Law and Policy, Transborder Commercial Law, and Law and Finance.

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #msc09

NON-STANDARD SHIPPING PRACTICE

NEW

BRIEFLY ABOUT THE LECTURE:

This lecture gives general intro to processes from MSC Shipping Line Documentation & Customer Service perspective, introduction to non-standard scenarios as well as genuine business situations. • MSC procedures and precedents • Intermodal shipping-overview on general MSC concepts & practicalities • Out of Gauge & Project cargo • Overview on MSC general concepts

PREVIOUS EXPERIENCE OF LECTURERS:

Signe Pikelnere has been in the Shipping industry since 1998, working for prominent companies like Maersk & MSC. Her expertise lies in Import Customer Service, enabling her to share valuable insights from both Liner and Customer perspectives. She real life scenarios, case studies and industry to engage the audience in interactive discussions, simplifying complex concepts related to this rapidly expanding industry, which plays a significant role in our lives.



Signe Pikelnere
Functional Business Specialist/
Customer Service Projects
MSC Shared Service Center

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #mscl3

MSC & CONTAINER SHIPPING INDUSTRY

BRIEFLY ABOUT THE LECTURE:

Lecture gives an overview of the container shipping industry, its role in the worldwide business organisation and MSC Mediterranean Shipping Company in the marine logistics market. The listener will get to know not only the keystones of the historic aspects, amazing facts, and the major terms of the business area, but also will dive into the industry trends and values of the sustainable industry. In the end of the lecture students will have an opportunity to win 3 prizes by answering to questions from the quiz.



Rodion Shirayev,
Managing Director of
MSC Shared Service Center Riga

PREVIOUS EXPERIENCE OF LECTURERS:

Rodion Shirayev, Managing Director of MSC Shared Service Center Riga has more than 20 years' experience in IT, shared services, leadership, and management. Rodion has accumulated knowledge and ability in different international companies, such as General Electric and Accenture. At MSC since 2014 Rodion is Scandinavia & Baltic CIO and Shared Service Center Riga Managing Director. Rodion is also a member of the Board of ABSL Latvia - an association for Global Business Service Centres in Latvia.

**RECOMMENDED
GUEST LECTURE**



Please choose the lecture language:



lecture code: #msc10

SHIPPING INDUSTRY AND BILL OF LADING

BRIEFLY ABOUT THE LECTURE:

his lecture gives an overview of the main shipping document – bill of lading, its types and functions. Students will learn the process of creating a bill of lading at MSC and become aware of the importance of legal clauses it holds. Moreover, various claim examples as well as the claim handling process at MSC will be disclosed:

- Functions and types of a bill of lading.
- MSC Terms and Conditions of a bill of lading.
- Types of cargo and container damages.
- Process of claim handling.



Dagne Prikule
Claims Specialist
at MSC Shared Service Center Riga

PREVIOUS EXPERIENCE OF LECTURERS:

Dagne Prikule is a claims specialist at MSC Shared Service Center Riga where she handles various types of claims in relation to containers and goods that are damaged during shipments organized by MSC. She collaborates with other departments, MSC agencies, customers, and vendors in order to successfully protect the interests of MSC. Dagne has acquired Master of Law at Riga Graduate School of Law, however, industry-specific knowledge was obtained at Latvian Maritime Academy. Currently Dagne is proceeding with maritime law studies at the World Maritime University.

**RECOMMENDED
GUEST LECTURE**

Please choose the lecture language:



lecture code: #MSC11

