

Transforming AR: Lessons Learned from CFOs



1

Stay focused on goals

Whether it's digitalization or sustainability initiatives, set clear priorities and stick to them, advises Vivienne de Leeuw. Also, carefully consider what truly adds value, rather than just being a "nice-to-have," confirms Erna van Leijden.

Accelerate transformation by involving employees and bringing in external experts where needed. Erna van Leijden emphasizes the importance of delegating tasks and engaging employees internally in innovations to boost their enthusiasm and sense of ownership. This ensures that innovation gains support within teams.

2

Invest in technology and people

3

Dare to experiment

Martijn ten Kate encourages experimenting and learning from mistakes. Small experiments offer valuable lessons and contribute to broader innovations.

"Inspiring teams and sharing responsibilities fosters engagement and accelerates change."



Erna van Leijden
Royal NNZ Group

This helps CFOs understand new technology and implement it within their organizations.

4

Stay curious

5

Combine efficiency with social responsibility

Financial decisions increasingly have a broader impact; keep this in mind.

What's your next step?

CFOs are in a unique position to drive digital transformation—both internally within their organizations and teams and externally in the broader industries they operate in.

By focusing on automation and innovation, they free up time for strategic value creation. The combination of technology, strategic focus, and human leadership is crucial to continuing innovation in a changing world.

Curious about how your organization can benefit from digital transformation?

Or want to learn more about how Billtrust can help optimize processes like order-to-cash? Get in touch with one of our experts today.



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