

Delivering value through, and to, our partners

**treasuryXL**  
Partner Program

# DISCOVER YOUR OPPORTUNITIES

treasuryXL

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# WELCOME

**treasuryXL**

## THE COMMUNITY

treasuryXL is a place to make connections. Since 2016 we have served the global treasury community as a daily learning hub, a unique source of news from industry insiders, and a space to engage with the top experts in our field. For anyone with a treasury question, we seek to connect you with answers from the best practitioners in the industry.

In close cooperation with our partners and experts, treasuryXL offers knowledge, shares practical news and commentary, publicizes job opportunities, and creates online events. We do this via our website, our popular newsletter, and our large community of treasury professionals on LinkedIn. Our comprehensive coverage of the industry attracts an audience from large corporates as well as medium-sized companies, along with consultancies, universities, and other treasury-related organizations.

treasuryXL's strength is its community. Community members are quick to inform each other of highly relevant industry developments. Via social media and in online events, they also share knowledge and experience that is essential to the everyday work of treasury. For these reasons, treasuryXL has become an indispensable resource for treasury professionals around the world.

# EXPLORE

## treasuryXL

### PARTNER PROGRAM

The treasuryXL Partner Program is designed for organizations offering products or services within the treasury ecosystem.

This Partner Program offers you all the necessary information and opportunities on how to benefit from treasuryXL.

Let's **engage!**

### FROM STRENGTH TO STRENGTH

*Let's grow together and strengthen your brand*

The corporate treasury community is far from concentrated, that's why we exist.

treasuryXL enables unique access to a global ecosystem of corporate treasurers, CFOs and those new to treasury.

treasuryXL built a strong community that create opportunities for those who provide treasury services and products.

We created a platform to showcase content, exchange knowledge and build new relationships.

# FIND OUT HOW treasuryXL...

- Enables you to reach a broader audience through our platform
- Helps your business connect with your desired target audience
- Distributes a continuous flow of relevant content to various channels
- Reaches the treasury market in an easy and effective way

- Brings value by opening new doors and by intensifying existing relations
- Partners share the conviction that quality corporate treasury is valuable for a variety of organisations
- Partners can shape the community and the future of corporate treasury
- Always makes sure the partner and the treasury profession are top of mind

# PRESENT, EVERY SINGLE DAY

treasuryXL

- Monthly website views: > over **25k** views
- Weekly Newsletter subscribers: > over **2,1k** subscribers
- LinkedIn company page: > over **5,8k** followers
- Monthly LinkedIn views: > over **33k** views
- Monthly LinkedIn Newsletter subscribers: > over **2k** subscribers
- Managers of the 'Corporate Treasurers' Group on LinkedIn. > over **5,8k** Corporate Treasurers
- 'What is' articles in our Treasury Topic section: > over **1,8k** unique views monthly  
*Unique views are per month directly from Google Search per 'what is' article:  
What is Treasury? What is Cash Management? What is Risk Management?  
What is Corporate Finance? What is Working Capital Management?*
- Monthly item in the Treasurer Search Newsletter > over **7,5k** subscribers  
*(treasuryXL Partner)*

# ENGAGE, HERE IS WHY...

## Refinitiv

Matt Watson, Senior Marketing Specialist

"Refinitiv equips corporate treasurers with essential and practical insight to help manage market volatility, risk and regulatory change.

Our partnership with treasuryXL provides unique access to a wide network of dedicated and seasoned experts, enabling us to forge new professional relationships and share our data-based insights. The treasuryXL team are proactive and innovative in leveraging our expertise to keep their members well informed, making them a truly indispensable partner."

REFINITIV® 

An LSEG Business

## Kyriba

Camilla Vann, Marketing Director

"Kyriba allows treasurers to gain visibility, increase security, move and grow cash, all in a single SaaS platform. In this regard, connection to multi sources of data is key to enable treasurers and CFOs to take rapid actions. Partnering with treasuryXL gives Kyriba access to a unique network to showcase content and build new relationships with our clients and prospects. Through these, every corporate should have the ability to make an economy of time and improve their ability to gain real-time visibility and better manage cash flow positioning."

 Kyriba

## Nomentia

Barbara Babati, Marketing Lead

"Working with treasuryXL is strongly aligned with Nomentia's purpose: being an active member of the treasury community while providing them with unparalleled treasury and cash management solutions. Together with treasuryXL, we can engage with treasury professionals and provide value for them in terms of insights into the latest treasury and cash management trends and technology. Working with the treasuryXL team has been a delight as they want us and the community to succeed together."

 NOMENTIA

# TOGETHER WE CREATE, BUILD AND DELIVER

## EuroFinance

Marianne Ford, Senior Marketing Manager

"EuroFinance connects the senior treasury community at our leading global events covering key topics, regions and development areas, pivotal for today's most-successful treasurer. **We have enjoyed a long-running marketing partnership with treasuryXL**, which has been successful in helping us achieve our goals by bringing our events to a wider treasury audience."

EuroFinance<sup>7</sup>

## Treasurer Search

Pieter de Kiewit, Owner and Consultant

"When time is precious, relevance is key. **Everything about treasuryXL is relevant for modern corporate treasurers** and their ecosystem. As treasury recruiters we know career development and interim management is not an everyday-topic for our relations. Our presence on the platform helps us remaining top of mind with those for whom we want to be important, for old friends as well as new."

Treasurer  
Search

## Treasury Delta

Padraig Brosnan, Founder & CEO

"As a FinTech startup forming partnerships within the treasury ecosystem is a core part of Treasury Delta's strategy. We were delighted to form an alliance with such a credible treasury body like treasuryXL. From the outset they devised a marketing strategy to promote our service offering, opened doors into their network and published regular content on Treasury Delta's value proposition. As our business develops we see the **professionalism and vast network at treasuryXL** fast tracking Treasury Delta's success."

  
TREASURY DELTA



# TOGETHER IS FUN

## Cobase

Matthias Varenkamp, Marketing Manager

"At Cobase we believe that corporate banking can be made much simpler and more efficient than it is today, especially in the area of multi-bank payments and cash management. Our platform is unique because it combines the services of a Payment Hub, Service Bureau and Treasury Management System: a true all-in-one bank-agnostic solution. Sharing our insights, and learning from market practitioners like corporate treasurers, cash managers and consultants is important to us. The treasuryXL platform, and the team specifically, provide an excellent opportunity for this. It is **the place where we exchange knowledge**, truly at the heart of the treasury community."



## GTreasury

Kyle Peterson, PR Manager

"As GTreasury continues to accelerate technological innovation, customer growth, and key strategic initiatives such as recent acquisitions, treasuryXL has been a valuable resource enabling us to reach the global ecosystem of corporate treasurers and the office of the CFO. The **treasuryXL team understands the requirements that modern treasurers need to excel** at their jobs, and the platform brings timely news and best practices directly to that audience every day."



## Kantox

Lorraine Finn, PR & Communications Manager

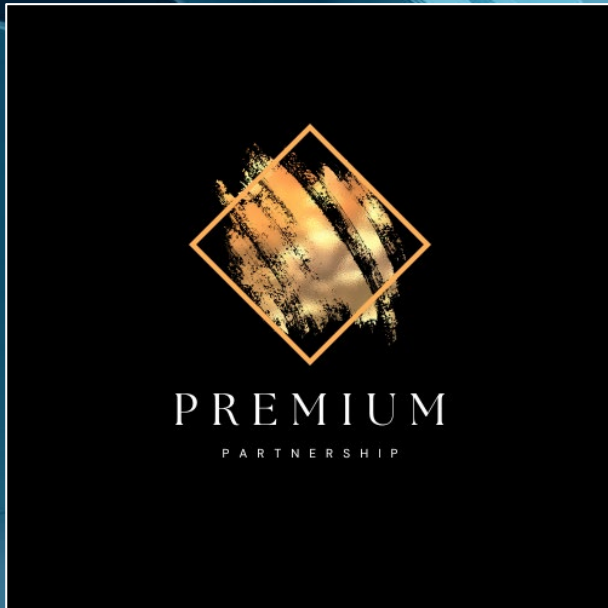
"Kantox's goal is to make the lives of treasurers and CFOs easier with software that automates the complex and time-consuming currency management process. Through our partnership with treasuryXL, we could access an even further network of seasoned treasury professionals and experts to showcase our solutions and provide data-based insights on FX risk management trends and technology. The treasuryXL team has been an **absolute pleasure to work with** and vital in leveraging our expertise and providing valuable resources to their community."



# YOUR OPPORTUNITIES, YOUR BENEFITS

**treasury**XL *Partner Packages*

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€ 5950,-  
per year



€ 5500,-  
per year



€ 4200,-  
per year

treasuryXL

✓ Dedicated partner page ++	✓ Dedicated partner page	✓ Dedicated partner page
✓ 4 team member pages	✓ 2 team member pages	✓ 1 team member page
✓ Content + Event publication	✓ Content + Event publication	✓ Content + Event publication
✓ LinkedIn distribution ++	✓ LinkedIn distribution	✓ LinkedIn distribution
✓ 4 dedicated newsletters	✓ 2 dedicated newsletters	✓ 1 dedicated newsletter
✓ Acces to Treasurer Resources	✓ Acces to Treasurer Resources	✓ Acces to Treasurer Resources
✓ Quarterly marketing Analyze + End of year Presentation	✓ Quarterly marketing Analyze + End of year Presentation	✓ Quarterly marketing Analyze + End of year Presentation
✓ Partner Interview	✓ Partner Interview	Partner Interview
✓ Webinar including Moderator + max. 2 treasurers (Moderator Package)	✓ Webinar including Moderator + max. 2 treasurers (Moderator Package)	Webinar including Moderator + max. 2 treasurers (Moderator Package)
✓ Content schedule	Content schedule	Content schedule
✓ eBook What is Treasury? listing	eBook What is Treasury? listing	eBook What is Treasury? listing
✓ One SEO optimized article	One SEO optimized article	One SEO optimized article

#### Dedicated partner page ++

- + Homepage listing
- + Selected Treasury Topics (1,800 views p/m)

#### LinkedIn distribution ++

- + Relevant groups
- + Recommendation in Corporate Treasurer group

#### Content Schedule

The partner is able to better fulfill the needs of the audience by publishing matching content based on the questions that treasuryXL receives from the audience combined with the latest treasury trends.

#### eBook What is Treasury?

The eBook is the perfect tool to receive more exposure. With multiple downloads each week from our website by treasurers and finance addicts around the world. Your company logo and direct website link will be highlighted.

# WEBINAR + MODERATOR SERVICE

First impressions count! Having a confident and professional moderator is a key element to a successful webinar.



**Pieter de Kiewit**, *treasuryXL ambassador & Owner of Treasurer Search*

With his passion for treasury and recruitment Pieter started his successful treasury recruitment company in 2009. His down to earth mentality combined with Pieter's open, honest and authentic communication has brought him a warm and valuable network within the treasury world.

As a speaker and moderator for a variety of events and his well known presence in the treasury world, Pieter is the go to person to moderate your online event.



## What's included?

- Moderator and up to 2 treasury experts as panelist member
- Technical settings
- Session: Introduction panelist members
- Session: Dry run
- Managing speaker and audience interaction
- Troubleshoot issues during the webinar
- Edit and publication of the recording
- Full registration list Name + Email

€ 2500,-  
session, max 60 minutes

\*) Extra session for  
Premium & Plus Partners € 1500,-

*(one session is included in the Premium Partner Package)*

# IT'S A WRAP!

Some examples of our previous live sessions

400+ registrations

**TREASURERS' SURVIVAL GUIDE: THE DO'S AND DON'TS OF A TMS IMPLEMENTATION**  
EXPERT-LED CONVERSATION | APRIL 25, 2024 | 10.30 AM CET | 45-MINUTES

**Andrew Winders**  
Sr. Manager Business Solutions Group  
FIS

**Bas Rebel**  
Independent Treasury Consultant

**Konstantin Khorev**  
Treasurer  
STX Group

**Pieter de Kiewit**  
Moderator / MD  
Treasurer Search

treasuryXL **SIGN UP** FIS

120+ registrations

FEBRUARY 1, 2024 | 10.30 AM CET | LIVE

**YOUR CURRENCY MANAGEMENT TOOLKIT FOR 2024**

**Antonio Rami**  
Founder & Chief Growth Officer  
Kantox

**Jesper Nielsen-Torp**  
Head of Group Treasury  
Lunar

**Pieter de Kiewit**  
Moderator  
Owner, Treasurer Search  
treasuryXL

kantox **SIGN UP** treasuryXL

390+ registrations

Treasury Talks | NOMENTIA | treasuryXL | WEBINAR

**Treasury trends for 2024**

**Pieter de Kiewit**  
Owner, Treasurer Search

**Dennis Schmidt**  
Independent Treasury Expert, treasuryXL

**Karen van den Driessche**  
Independent Treasury Expert, treasuryXL

**Hubert Rappold**  
Chief Sales Officer, Nomentia

170+ registrations

**THE 2024 TREASURY OUTLOOK**  
EXPERT-LED CONVERSATION | APRIL 9, 2024 | 10.00 AM CET | 45-MINUTES

**Jarno Timmerman**  
Treasury Director  
Nile

**Philip Costa Hibberd**  
Moderator  
Co-owner  
Automation Boutique

**Pieter de Kiewit**  
Managing Director  
Treasurer Search

treasuryXL **SIGN UP** Treasurer Search

100+ registrations

SEPTEMBER 5, 2023 | 10.30 AM CET | LIVE

**EMPOWERING TREASURERS TRADE FINANCE MANAGEMENT STRATEGIES**

**Pieter de Kiewit**  
Moderator  
treasuryXL

**Marc Verkuil**  
Treasury Expert  
treasuryXL

**Eddy Veenstra**  
Customer Finance Director  
Vanderlande

**Enno-Burghard Weitzel**  
Senior Vice President Strategy  
Trade Finance Organization  
Surecomp

**SIGN UP**

270+ registrations

OCTOBER 24, 2023 | 3.30 PM CET | 45-MINUTES

**TREASURY REVOLUTION WITH OPENAI**

**Pieter de Kiewit**  
Moderator  
treasuryXL

**Daria Savatina MSc RT**  
Director Treasury  
treasuryXL / ASML

**Joseph Drambarean**  
CFO x CIO  
Trovata

**Marc Vardank**  
Partner Digital Risk Solutions  
Deloitte

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TROVATA **Deloitte** treasuryXL

250+ registrations

treasuryXL

LIVE DISCUSSION | MARCH 23 | 10.30 AM CET

**HOW FINTECH IS REVOLUTIONIZING CORPORATE TREASURY**

**François Masquellier**  
CEO, Simply Treasury

**Chris van Dijk**  
CEO, Blokken

**Pieter de Kiewit**  
Owner, Treasurer Search & Moderator

**SIGN UP**

130+ registrations

tis treasury

**CORPORATE PAYMENT PROCESSES THE PRESENT AND FUTURE**

AUGUST 24, 2023  
10.30 AM CET  
45-MINUTE  
LIVE SESSION

**Pieter de Kiewit**  
Moderator  
treasuryXL

**Lourdes Antonio Luna**  
Independent Treasury Expert  
treasuryXL

**Michael Faehring**  
Head of Treasury Management Systems  
Siemens Gamesa

**Jörg Lupa**  
Senior Sales Account Executive  
tis

**SIGN UP**

# PROUD MEDIA PARTNER OF

treasuryXL

treasuryXL partners who sponsor or attend any of the below events benefit from extra exposure before and during the event, and sponsor discount if applicable.

The logo for Sibos, featuring the word "sibos" in a bold, sans-serif font. The letters "s", "i", and "b" are white and set against orange rectangular backgrounds, while "o", "s", and "s" are white on a dark orange background.The logo for EuroFinance, with the word "EuroFinance" in a blue, sans-serif font and a small "7" as a superscript.The logo for the Finanzforum für die Wirtschaft Finanzsymposium, featuring the text "Das Finanzforum für die Wirtschaft" in a small font above "FINANZSYMPOSIUM" in a larger, bold, sans-serif font, all within a dark blue rectangular box.The logo for Insight Events denmark, with "Insight" in a large, bold, dark blue font, "Events" in a smaller, dark blue font below it, and "denmark" in a very small, dark blue font at the bottom.The logo for Money 20/20, with ".MONEY" in a bold, black, sans-serif font above "20/20" in a larger, bold, black, sans-serif font.The logo for Marcusevans, featuring the word "marcusevans" in a bold, black, sans-serif font with a stylized "m" logo to the right.The logo for The Working Capital Forum, with "The Working" in a smaller font above "Capital Forum" in a larger, bold, black, sans-serif font.The logo for GT Group Treasurers' Exchange, featuring "GT" in a large, bold, green font, "GROUP TREASURERS'" in a smaller, green font, and "EXCHANGE" in a bold, black font below.The logo for Uniglobal, consisting of a 3x3 grid of blue squares with one yellow square in the top right corner, and the word "UNIGLOBAL" in a bold, black, sans-serif font below.The logo for BCR, with the letters "BCR" in a bold, white, sans-serif font centered within a solid purple square.

JOIN US TODAY



GO TO  
PARTNER OVERVIEW



GO TO  
EXPERT OVERVIEW



# CONTACT US

For direct partner applications you can contact:



**Kendra Keydeniers**  
Director Community & Partners  
[kendra@treasuryxl.com](mailto:kendra@treasuryxl.com)  
m. +31 6 21 30 37 44

connect me on **LinkedIn**



**Wout van Wijlick**  
Marketing Manager  
[wout@treasuryxl.com](mailto:wout@treasuryxl.com)

connect me on **LinkedIn**

Our team of ambassadors help us improving the community continuously.



**Niki van Zanten**  
treasuryXL Ambassador  
Treasury Specialist  
[info@treasuryxl.com](mailto:info@treasuryxl.com)

connect me on **LinkedIn**



**Pieter de Kiewit**  
treasuryXL Ambassador  
Owner Treasurer Search  
[info@treasuryxl.com](mailto:info@treasuryxl.com)

connect me on **LinkedIn**



**Francois De Witte**  
treasuryXL Ambassador  
Founder & Owner FDW Consult Services  
[info@treasuryxl.com](mailto:info@treasuryxl.com)

connect me on **LinkedIn**



treasuryXL

Let's Connect...