



SHAREDXPERTISE®
Forums | Media | Summits

Corporate Overview

2009



SharedXpertise is the result of the combination of a decades worth of very established respected media and conference properties into one organization

Aug 2002 Outsourcing Today, LLC launched HRO Today

Oct 2003 Outsourcing Today started to publish HRO Europe based on a need in the European market for more tailored content

Mar 2004 Outsourcing Today launched FAO Today

Apr 2007 Outsourcing Today was acquired by Crossing Media, LLC

July 2007 CROA originally launched

Jan 2008 Crossing Media, LLC merged with CRO Corporation and took over the publication of CRO Magazine which had been published for nine years (previously known as Business Ethics). CRO Magazine also publishes the highly regarded 100 Best Corporate Citizens List, now in its 9th year. Crossing Media also became manager of the CRO Summits and the CRO Association.

Mar 2008 Crossing Media, LLC acquired the properties of SharedXpertise, LLC an association management company (of HROA) and conference organizer (of the RPO Summit, HRO Summit and the licensee of the HRO World Europe events as well as smaller local events).

Jun 2009 FAOA begins to recruit new trustees to form Finance and Accounting Operations Associations

Sep 2009 the company changed its name to SharedXpertise from Crossing Media, LLC to SharedXpertise Media, LLC (but we just use "SharedXpertise")



Components

- Vision
- Mission
- Portfolio
- Overall Value Proposition
- Value by Asset: FAO, CRO & HRO
 - Forums
 - Media
 - Summits

Vision

To become the definitive source of global forums, media and summits on corporate sourcing and responsibility

Mission

To provide senior executives with unparalleled learning, meeting, and networking experiences on corporate responsibility, human resources and financial management



The SharedXpertise Portfolio

Legal name

SharedXpertise Media LLC

Public name



Market facing brands



Assets



Notable inclusions

Association Management
Sponsored Research
Online membership database

Online Newsletters

Events
Web conferences
Podcasts
Training

Sponsored Research
Custom Research
Co-branded documents



Overall Value Proposition

Senior executives in corporate responsibility, HR, and F&A:

- stay on top of the latest information and best practices through our media and research content
- access peer-to-peer learning and networking through our membership-based community organizations
- interact and transact with one another through our conferences and events

Overview by Asset

	Finance and Accounting	Corporate Responsibility	Human Resources
Forums	The FAOA dedicates itself to accelerating & improving the professional practice of Finance & Accounting through shared services and outsourcing	The CROA advances the profession of the Corporate Responsibility Officer	The HROA fosters a community rich with insights on managing the services of HR
Media	<i>FAO Today</i> Magazine, newsletters, & research cover how to improve the functions of F&A	<i>CRO</i> Magazine, newsletters, & research cover the profession of corporate responsibility	<i>HRO Today</i> and <i>HRO Europe</i> Magazine, newsletters, & research cover how to improve the services of HR
Summits	The FAO Summits, Webinars, and other events bring together leading thinkers and practitioners to share best practices and build relationships that improve the functions of F&A	The CRO Summits, Webinars, and other events bring together corporate responsibility's leading thinkers and practitioners to share best practices and build relationships that improve the CRO profession	The HRO Summits, Webinars, & other events bring together the leading thinkers and practitioners to share best practices and build relationships that improve the services of HR



FAOA Vision, Mission, & Benefits



Vision

To serve as the definitive source of independent information and insight on the issues and challenges facing practitioners in F&A as they seek to improve its impact on the total enterprise

Mission

Promote networking, the exchange of information, and the advancement of best practices among executives in finance and accounting

Members

Leaders in F&A Ops, Shared Services Management, or Outsourcing, including F&A Executives and other practitioners, buyers, providers, advisors, consultants, attorneys and academics

Member Benefits

- Have a seat at the table in improving the functions of F&A
- Tap into a peer-to-peer network of F&A executives
- Participate in the community developing standards, best practices and innovative approaches
- Stay in touch with new & emerging practices, services, tools and other solutions
- Expand the relevance & mindshare of the company's brand as an F&A innovator.



FAO Media: *FAO Today* Magazine, Research, etc.



Readership

Heads of finance, accounting line managers, shared services and procurement directors overseeing F&A improvement programs and/or providing those services to companies

Coverage

Providing the latest news, information, & case studies on improving the functions of F&A through global sourcing, outsourcing and shared services

Reader & Advertiser Benefits

- Read about and contribute to the discussion improving the functions of F&A
- Learn best practices & innovative approaches through case studies and research
- Stay in touch with news on emerging practices, services, tools and other solutions
- Expand the relevance & mindshare of the company's brand as an F&A innovator.

FAO Summits, Webinars, etc.



Audience

Heads of finance, accounting line managers, shared services & procurement directors overseeing the improvement of F&A functions and/or providing those services to companies

Coverage

Improving the functions of F&A through global sourcing, outsourcing, & shared services

Sponsor & Attendee Benefits

- Join in the discussion improving the functions of F&A
- Meet with F&A executives for peer-to-peer learning & networking
- Present best practices & innovative approaches to the community
- Participate in sessions on new & emerging practices, services, tools and other solutions
- Expand the relevance & mindshare of the company's brand as an F&A innovator.

CROA Vision, Mission, & Benefits



Vision

Be the professional society advancing the CRO community & its role within corporations worldwide

Mission

The CROA seeks to clearly define the role of the CRO as it evolves and matures; strengthen the community of practice across all Corporate Responsibility disciplines; establish professional development and certification programs that contribute to establishing the profession of the CRO; assemble, publish, promote, and maintain best practices for use by the community of members; establish methods for verifying and accrediting use and compliance with the established standards and practices of the CROA

Members

Senior executives overseeing corporate responsibility programs and/or providing those services to companies across governance, risk, compliance, sustainability and philanthropy

Member Benefits

- Have a seat at the table in advancing the CRO profession
- Tap into a peer-to-peer network of CROs
- Participate in the community developing standards, best practices and innovative approaches
- Stay in touch with new & emerging practices, services, tools, and other solutions
- Expand the relevance & mindshare of the company's brand as a corporate responsibility innovator.



CRO Media: CRO, research, newsletters, etc.



Readership

Senior executives overseeing corporate responsibility programs and/or providing those services to companies across governance, risk, compliance, sustainability and philanthropy

Coverage

Providing the latest news, information, and case studies on the profession of the CRO

Reader & Advertiser Benefits

- Read about & contribute to the discussion advancing the CRO profession
- Learn best practices & innovative approaches through case studies and research
- Stay in touch with news on emerging practices, tools, services and other solutions
- Expand the relevance & mindshare of the company's brand as a corporate responsibility innovator.

CRO Summits, Webinars, etc.



Audience

Senior executives overseeing corporate responsibility programs and/or providing those services to companies across governance, risk, compliance, sustainability and philanthropy

Coverage

Focused on improving the CRO profession & creating an environment for sharing best practices

Sponsor & Attendee Benefits

- Join in the discussion advancing the CRO profession
- Meet with CRO executives for peer-to-peer learning & networking
- Present best practices & innovative approaches to the community
- Participate in sessions on new & emerging practices, services, tools and other solutions
- Expand the relevance & mindshare of the company's brand as a corporate responsibility innovator.

HROA Vision, Mission, & Benefits*



Vision

To become the single recognized community for improving the quality, effectiveness, and efficiency of the processes involved in supporting and enabling the outsourcing of HR services including learning, recruitment, and other HR processes.

Mission

Fostering a community rich with insights on managing outsourcing of HR services, including sharing outsourcing best practices and establishing standards; promoting networking between like-minded professionals; providing and aggregating informative content; and increasing awareness about excellence in outsourcing HR service delivery by recognizing the successes of HR executives, providers, and influencers (academics, advisors, attorneys, etc) and their organizations.

Members

Leaders in HR Ops, Shared Services Management, or Outsourcing, including HR Executives and other practitioners, buyers, providers, advisors, consultants, attorneys and academics

Member Benefits

- Have a seat at the table in improving the services of HR
- Tap into a peer-to-peer network of HR executives
- Participate in the community developing standards, best practices and innovative approaches
- Stay in touch with new & emerging practices, services, tools and other solutions.
- Expand the relevance & mindshare of the company's brand as an HR innovator.

* Reviewed regularly by the HROA Vision and Mission Task Force



HRO Media: *HRO Today*, research, etc.



Readership

Senior executives overseeing the improvement of the services of HR and/or providing those services to companies

Coverage

Providing the latest news, information, & case studies on improving the services of HR through global sourcing, outsourcing, & shared services

Reader & Advertiser Benefits

- Read about and contribute to the discussion improving the services of HR
- Learn best practices & innovative approaches through case studies and research
- Stay in touch with news on emerging practices, tools, services and other solutions
- Expand the relevance and mindshare of the company's brand as an HR innovator.

HRO Summits, Webinars, etc.



Audience

Senior executives overseeing the improvement of the services of HR and/or providing those services to companies

Coverage

Focused on improving the services of HR & creating an environment for sharing best practices

Sponsor & Attendee Benefits

- Join in the discussion improving the services of HR
- Meet with HR executives for peer-to-peer learning and networking
- Present best practices & innovative approaches to the community
- Participate in sessions on new & emerging practices, services, tools and other solutions
- Expand the relevance and mindshare of the company's brand as an HR innovator.

Our brand promise

SharedXpertise is the leader in providing media, summits and forums that develop professional practices in the areas of corporate responsibility, human resources and financial management. Our goal is to provide our readers, attendees and members data, industry trends, best practices and networking opportunities to excel in their professional endeavours and to help expand knowledge, improve business practices and foster the responsible globalization of business.





For more information, contact us at
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