



# INDUSTRY VALUE ENGINEERING

An Introduction to the Team



**DELIVERING INDUSTRY VALUE IN A DIGITAL WORLD**

# Introduction

Meet the Industry Value Engineering (IVE) Team, the people behind your customer digital transformation success. Businesses are being disrupted by ever changing technology innovations, giving rise to digital transformation, and the way organizations do business with their customers, partners, employees, and other stakeholders. Hence it is important to know the experts we can trust to guide the customers through this challenging business journey. This booklet introduces to you the group of experts who can lead and facilitate you in the conversation with your customers.

Having abundant experience in their field-of-expertise, the APJ IVE team consolidates SAP's

point of view on industries, products, and lines of business. Specifically, the team provides thought leadership and end-to-end customer specific digital transformation value propositions. This team is responsible for Industry Go-to-Market planning and strategic Demand Generation across all industries and company sizes.

It is important to know the team beyond their mere corporate designation. Let's leverage on IVE expertise, tools and assets to understand digital transformation, and grow deals by building transformation and IT roadmaps for customers. Let's know and go digital with the team which aims to deliver industry value in a digital world.

**Asia Pacific Japan**



## Vyacheslav (Slava) Orekhov

Industries and Digital Leadership, APJ



### SAP EXPERTISE

Head of Industry Value Engineering for SAP Asia Pacific Japan. Responsibilities include thought leadership, supporting SAP's go-to-market strategy in the region and acting as an executive advisor to strategic customers in their business and IT transformation programs. Strong focus on delivering customer value through SAP industry solutions. Building capabilities within and across the partner ecosystem, focusing on demand generation activities, cross-functional collaboration, consultant-quality counsel, sharp execution and driving the adoption of global best practices across APJ.

### CAREER EXPERIENCE

- Head of Industry Value Engineering (IVE) | SAP APJ
- Managing Director | SAP Commonwealth of Independent States (CIS)
- Sales Director for Utilities, Telco, Transportation and Retail sectors | SAP CIS
- Volume, Ecosystem & Channels Head Ecosystem and Channel Business, SAP CIS

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- Sector Director | Discrete Industries, SAP CIS
- Account Executive | Process Industries, SAP CIS

### EDUCATION

- INSEAD  
General Management
- Chelyabinsk State University, Russia  
Bachelor of Physics

### MEMBERSHIP

Permanent member of Strategic Council on Investments into New Industries, chaired by the Minister of Industry and Trade of Russia

## Krishnan Bharani

Consumer Industries, APJ



### SAP EXPERTISE

Provide industry thought leadership, strategic solution advice, expert consultation to support customer co-innovation, enterprise transformation, and business process performance improvement programs. Lead customer engagements to assess strategic objectives, innovation scenarios, key improvement opportunities and other sources of incremental economic value.

### CAREER EXPERIENCE

- Vice President, Centre of Excellence - Consumer Industries | SAP APJ
- Director Consumer Products APJ | SAP APJ
- Director Retail Products APJ | SAP APJ
- Manager Advisory (Retail and Trading) | KPMG Advisory
- Consultant | SAP India
- Retail Consultant | SAP India
- Merchandising manager | Foodworld

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### EDUCATION

- University of Madras  
B.Com
- Madras Christian College High School  
High School
- INSEAD  
Leading Digital Transformation

### CERTIFICATION

- SAP Retail Consultant
- SAP SD, BW Consultant

### HONORS & AWARDS

- SAP Winners' circle 2016
- Category Manager award 2002 RPG Retail

### MEMBERSHIP

Retail operations Adjunct faculty in Singapore Management University

## Saj Kumar

Digital Leadership, APJ



### SAP EXPERTISE

Lead APJ Digital Transformation program. Drive key initiatives that deliver SAP's innovations around SAP's core Digital Strategy to our customers.

### CAREER EXPERIENCE

- Vice President, Digital Transformation & IoT SAP APJ
- Vice President, Sales Centre of Excellence | SAP APJ
- Vice President, LoB Solutions (SCM, MFG, PLM, SRM) | SAP APJ
- Vice President, Discrete Industries | SAP APJ
- Sales Consulting Director | Oracle Corporation
- Presales Director | i2 Technologies
- Technical Account Manager | AspenTech

### EDUCATION

- INSEAD  
Leading Digital Transformation
- Andhra University, India  
Bachelor of Technology (Chemical Engineering)

### PUBLICATIONS

- Author of the article "Industry 4.0 and Responsive Manufacturing", published in Industrial Automation Asia
- Interviews, Channel News Asia (topic on IoT), and Bangkok Post

### MEMBERSHIP

- Board of Advisors, Rutgers Business School Asia Pacific
- Singapore Chapter Board Member – Council of Supply Chain Management Professionals (CSCMP)
- Member of Supply Chain Council (APICS) Leadership team from 2001-2004
- Created SAP Singapore Toastmasters Club and was the Founding President

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## Koert Breebaart

Conglomerates, APJ



### SAP EXPERTISE

Lead the SAP Conglomerates Industry in Asia Pacific and Japan through value management, customer co-innovation, digital transformation, and business process performance improvement programs.

### CAREER EXPERIENCE

- Vice President, Digital Leader for Conglomerates Industry | SAP APJ
- CEO and Founder | Breebaart Consulting
- Mentor | Startup Bootcamp FinTech
- Director Customer Experience | SingTel
- Senior Manager CRM | Accenture

### EDUCATION

- INSEAD  
Leading Digital Transformation
- Accenture University  
Strategy Consultancy
- Delft University of Technology  
MSc, Systems Engineering

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### CERTIFICATION

- Project Management
- Lean Six Sigma Black Belt
- Practitioner Neuro-linguistic Programming

### HONORS & AWARDS

- SAP Winners' Circle 2014
- CRM Director of the Year 2011 Asia Pacific

### PUBLICATIONS

- Author of the book "5 Steps to Customer Centricity" published in November 2012
- Director of Short Doc "Social Entrepreneurs - New Heroes of the 21st Century" published in January 2017

### INTERESTS

Cycling, socialising, soccer, reading and cooking

## David Marchesseau

Discrete Manufacturing Industries, APJ



### SAP EXPERTISE

Leading SAP strategy and go-to-market in the manufacturing sector in Asia Pacific and Japan. Provides industry and digital thought leadership to the C-suite, helping them identify levers and develop roadmaps to increase their performance, reimagine their business models and reduce costs with digital technologies. 20 years of experience acquired in mature markets both in consulting and software bringing a combination of skills and experience: strategic accounts development, sales, industry expertise, transformation consulting, design thinking, and team management. Industry knowledge spans Discrete Manufacturing, Utilities, Oil & Gas, Professional Services and Consumer Industries.

### CAREER EXPERIENCE

- Vice President, Discrete Manufacturing Industries, Asia Pacific Japan | SAP APJ
- Vice President, Discrete Manufacturing Industries | SAP EMEA
- Senior Principal, Head of Value Engineering France & Belgium | SAP EMEA

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- VP Business & Information Strategy | Capgemini Consulting
- Consultant Strategy, Management & Organisation | Bossard - Gemini Consulting
- Business Development Lead, Outsourcing Practice | Bull SA
- Account Executive, Manufacturing Sector | iBull SA

### EDUCATION

- NEOMA Business School  
MBA Business
- The University of Dallas  
MBA MIS
- Institut national des Sciences appliquées de Rouen  
Engineering
- University of International Business and Economics (Business in Asia)

### HONORS & AWARDS

- SAP Winners' Circle 2009, 2010, 2016

## Natalia Ivanova

Services Industries, APJ



### SAP EXPERTISE

Leading SAP Services industries in Asia Pacific and Japan. Over 17 years of experience in Metals & Mining, Retail and Wholesale, Consumer Products, Agriculture, Discrete, Transportation, EC&O industries. Operational excellence and digital transformation expert, digital thought leader. Co-innovation projects with customers, ecosystem development and customer transformation roadmaps.

### CAREER EXPERIENCE

- VP Services Industries and Digital Leadership, Asia Pacific Japan | SAP APJ
- COO | SAP Labs CIS
- Head of Solutions & Platform Centre of Excellence | SAP CIS
- Head of Business Planning and Operations SAP CIS
- Business Development Manager | SAP CIS
- Senior Business Solution Architect, Metals & Mining | SAP CIS
- SAP PLM Solution Architect | SAP CIS
- SAP SCM Solution Architect | SAP CIS
- Head of Presales | Epicor Software Russia
- Auditor Assistant | Auditor Collegium, Moscow

natalia.ivanova@sap.com

### EDUCATION

- INSEAD  
Competitive Strategy
- INSEAD  
General Management
- Finance University under the Government of the Russian Federation, Economics
- The Maxim Gorky Literature Institute  
Literature and Creative Writing

### CERTIFICATION

- Value Service Expert, SAP Business School Vienna, 2006
- SAP Supply Chain Management – Procurement, Solution Consultant
- SAP Business Solution Architect

### HONORS & AWARDS

- The Best Russian Social Project 2015 for SAP4SCHOOL by the Ministry of Education and Science of the Russian Federation
- SAP Winners' Circle 2013, 2010
- SAP CIS Growth Plan Award
- Sales Support of the Year, 2012, SAP CIS
- The Best Quality 2004, SAP CIS

## David Coldrey

Energy and Natural Resources, APJ



### SAP EXPERTISE

A successful IT industry professional with global experience in mining, utilities, oil & gas, mill and chemicals industries. Brings insight, expertise and experience as a trusted advisor to senior management from both IT and line of business as they continue transforming their business to master the evolving market and technology changes. Have developed a deep understanding of markets in Asia Pacific and an established and well-credentialed industry thought leader.

Actively involved in mentoring young talent.

### CAREER EXPERIENCE

- Vice President, Industries and Digital Leadership, CoE for Energy and Natural Resources (ENR) | SAP APJ
- VP, Industry Value Engineering for ENR & Services Industries | SAP APJ
- Senior Utilities Industry Advisor | SAP APJ
- Senior Industry Expert - Utilities IBU | SAP APJ
- Consulting Lead, Utilities | SAP ANZ

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### EDUCATION

- Rhodes University  
Bachelor of Science (Information Processing);  
Bachelor of Science Honours (Computer Science)
- INSEAD  
Leading Digital Transformation

## Bambang Moerwanto

Financial Services Industries, APJ



### SAP EXPERTISE

Leading the Financial Services Industries in Asia Pacific and Japan. Experienced senior management with demonstrated credentials of working on the complex customer environments in the highly competitive industries (such as banking, insurance, retail, consumer) to excel in the digital era. Skilled in Business & IT Strategy, Business Transformation Advisory with strong sales management capabilities with proven track records. Currently responsible for SAP's Go to Market strategy and execution in Financial Services businesses in Asia Pacific & Japan.

### CAREER EXPERIENCE

- Regional Vice President, Head of FSI COE | SAP
- Vice President, Regional Head of Strategic Industries, Presales, Asia Pacific Japan | SAP
- Vice President, Regional Head of Innovation & CoPs, Value Engineering, Asia Pacific Japan | SAP
- Director, Banking & Capital Market, Singapore, London | PricewaterhouseCoopers
- Business Analyst, Investment Banking, New York, Hong Kong | JP Morgan
- Senior Consultant, USA, Indonesia | The Boston Consulting Group

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- Senior Credit Analyst, Singapore & Indonesia | Citibank NA

### EDUCATION

- The Wharton Business School  
MBA Banking Finance and Economics
- Asian Institute of Management, Philippines  
MBA Strategic Management

### CERTIFICATION

- Certified Public Accountant (CPA)
- Certified Financial Analyst (CFA)
- Financial Risk Manager (FRM)
- SAP Digital Elite 2017

### HONORS & AWARDS

- Top Performer Consultant 2004 | PricewaterhouseCoopers Singapore
- Management Development Program 1992 | Citibank NA
- Representative of Math Olympiad 1988

## Brendan Wright

Public Services, APJ



### SAP EXPERTISE

Provide industry leadership and direction to customers and the SAP ecosystem within Asia Pacific and Japan. Lead and align the industry Go To Market strategy, ensuring SAP relevance within the customer's context. Develop trusted relationships with key stakeholders to influence and facilitate win/win outcomes that drive societal change through the application of SAP technology and contemporary business models.

### CAREER EXPERIENCE

- VP Public Services CoE | SAP APJ
- CommunityToGo | Co-Founder
- Director - Strategic Programs | Oracle
- Technology Account Manager | Oracle
- Senior Consultant | QSP

### EDUCATION

- Victoria University  
B.Sc. Computer Science
- INSEAD  
Leading Digital Transformation

### MEMBERSHIP

- Board Member | CommunityToGo Pty Ltd
- Member | Human Resource Management and International Business Consultative Committee, School of Business and Law, Edith Cowan University

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## James Veale

Agri Solutions, APJ



### SAP EXPERTISE

James was appointed VP of Agri Solutions for SAP Asia Pacific Japan (APJ) in August 2017. He is responsible for Agri thought leadership, driving demand generation, sponsoring strategic customer programs, enabling our partners and driving the adoption of Agri digital transformation across the APJ region.

James brings 20+ years of international commodity trading and international commodity supply chain experience, a deep understanding of customers agri needs and an impressive global network both externally and internally across SAP's organization.

James began his career in Engineering and Sales roles and this has given him a result orientated approach to his job role. His next move was to the City of London working as a Crude Oil and Products pricing analyst for a major UK oil company and various European merchant banks. In the next 10 years James consulted for over 200 commodity trading companies across the world and across all commodity sectors. His industry knowledge includes Oil, Gas, Power, Metals, Mining, Hydro, Agriculture and Coal.

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### CAREER EXPERIENCE

- VP Agri Solutions, Asia Pacific Japan | SAP
- GM Eka Bulk Handling and Supply Chain Solutions. APJ | EKA
- MD Eka Australia | EKA
- Presales Manager Commodity Trading and Risk Management, London/Europe | TriplePoint Technology
- Commodity Pricing and Forward Curves consultant, London/Europe | FAME SunGard Energy
- Analyst crude and products pricing, London | BP
- Zone Sales Manager, London | Citroen UK / Honda UK

### EDUCATION

- MBA |Australia Institute of Business
- MSc Information Technology | University of Bristol
- MSc Engineering Design and Project Management | Loughborough University

### HONORS & AWARDS

- TPT Presidents Club 2006, 2008
- EKA Winners Circle 2011-2015
- EKA Employee of the year, 2015

# Yuliya Seregina

Digital Lighthouse Program Lead



## SAP EXPERTISE

Leading Digital Lighthouse Program to support the strategic customers in Asia Pacific Japan in their digital transformations advising them on the roadmaps for new business models and significantly improved business processes. Driving key initiatives to build the strong internal expertise on digital transformation approaches and establish SAP as a digital leader in the market. Profound experience in business transformation projects, business development and enterprise architecture.

Demonstrated success in setting up the innovation practices and building the teams of experts from the ground up. Industry knowledge spans Oil and Gas, Utilities and Consumer Industries.

## CAREER EXPERIENCE

- Digital Lighthouse Program Director, Asia Pacific Japan | SAP APJ
- Director of IT Architecture and Technology Department | KazMunayGas Group

- Head of Center of Excellence for Platform Solutions | SAP CIS
- EIM Solution Architect | Accenture
- SAP BW/BI Consultant | SAPRUN Group

## EDUCATION

- Bauman Moscow State Technical University, MSc in Computer Science

## CERTIFICATION

- TOGAF 9 Part 1 & Part 2 certified Enterprise Architect

## MEMBERSHIP

- Association of Enterprise Architects (AEA)

# Australia and New Zealand



## Dima Ceban

Industries and Digital Leadership, ANZ



### SAP EXPERTISE

Lead a team of industry experts and management consultants advising customers across 25 industries on their digital transformation journeys and the business value of SAP software. Strong management consulting and finance background. Significant market strategy definition and business development experience. Industry expertise in Public Sector, Telecommunications and High Tech. Good knowledge of SAP ERP, procurement and industry product suites.

### CAREER EXPERIENCE

- Head of Industry Value Engineering Practice SAP ANZ
- Head of Centre of Excellence for Regulated Industries | SAP Commonwealth of Independent States (CIS)
- Value Advisor | SAP Commonwealth of Independent States (CIS)
- Consultant | The Boston Consulting Group
- External Consultant | De Beers
- Senior Auditor | Ernst & Young

### EDUCATION

- London Business School  
MBA
- Fresno Pacific University  
BA, Accounting, Finance, International Business

### CERTIFICATION

- Certified Public Accountant, California, USA

### HONORS & AWARDS

- SAP Winners' Circle 2014

### INTERESTS

Travelling, mentoring, volunteering and sailing

## Trent Weier

Chemicals and Discrete Manufacturing, ANZ



### SAP EXPERTISE

Over 15 years' experience in digital value creation and a strong pedigree for identifying and driving tangible business value for customers through digital transformation. A principal member of the Energy & Natural Resources cluster, primarily focused on Chemicals and Discrete Industries with a secondary focus on the Mill & Mining industries. Strong management consulting and corporate taxation background as a Director at PricewaterhouseCoopers and understands that the key to success is long term business relationships built on trust, knowledge and empathy for the customer's vision, challenges and aspirations.

### CAREER EXPERIENCE

- Senior Director – Industry Value Engineering SAP ANZ
- Director – Performance Improvement Technology | PricewaterhouseCoopers
- Manager – Business Applications | BDO Kendalls

### EDUCATION

- University of Southern Queensland  
Bachelor of Commerce
- University of Queensland  
MBA

### CERTIFICATION

- Certificate Level4 – Software Engineering, Object Oriented Design
- Prince2 Practitioner

### HONORS & AWARDS

- SAP Winners' Circle
- SAP Top Talent Program

### INTERESTS

Music, food, travelling, design & technology

## Anton Kroger

Mining and Oil & Gas, ANZ



### SAP EXPERTISE

Energy and Natural Resources industry focus across Australia & New Zealand. Assisting customers to develop strategic digital transformation roadmaps. Benchmarking & business case support. Connecting customers to relevant peer groups and best in class organisations. Helping companies develop meaningful KPIs to measure project success. Driving Innovation & Thought leadership.

### CAREER EXPERIENCE

- Senior Director, Energy and Natural Resources SAP ANZ
- Sales Manager | Schlumberger
- Data and Consulting Services, Operations Management | Schlumberger
- Engineer | Schlumberger

### EDUCATION

- Stellenbosch University  
Bachelor of Science
- Stellenbosch University  
B.Eng, Industrial Engineering

### CERTIFICATION

- Australian Institute of Management, Six Sigma Green Belt
- INSEAD  
SAP Leading Digital Transformation

## Chris Close

Cross Industries, ANZ



### SAP EXPERTISE

Helping businesses optimise their information technology investments. Assisting customers to develop strategic digital transformation roadmaps. Benchmarking & business case support. 30+ years of industry and IT experience across multiple industries with particular experience in Consumer Industries and Public Sector.

### CAREER EXPERIENCE

- Principal Industry Value Engineer | SAP ANZ
- Programme / Project manager | SAP ANZ
- Project Manager | Carter Holt Harvey
- Management Consultant | Ernst & Young
- Accounting Manager | Sun Newspaper (Auckland)
- Special projects & Group Systems Accountant NZ News Ltd

### EDUCATION

- University of Canterbury  
Bachelor of Commerce

### INTERESTS

- Amateur Theatre – Set Construction
- Photography / Videography
- Craft – Woodwork and glass

## Jolyon Keegan

Defense and Public Security, ANZ



### SAP EXPERTISE

Identifying opportunities to enhance defence, policing, border and other public security, and safety outcomes with leading-edge SAP technologies.

### CAREER EXPERIENCE

- Industry Principal, Defence and Security | SAP ANZ
- Portfolio Lead and Business Development QinetiQ (Project Management, Systems Engineering and Management & Security Consulting services to governments)
- Policy Development and Project Management Australian Government
- Intelligence Analyst | Australian Government
- Special Forces Operator and Intelligence Analyst Australian Army

### EDUCATION

- University of New South Wales  
Master of Project Management (2017 graduate)
- University of Southern Queensland  
Bachelor of Business

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- Australian College of Project Management  
Advanced Diploma in Project Management
- Australian Defence Force School of Languages  
Advanced Diploma in Indonesian Language

### CERTIFICATION

- Certified Practising Project Director  
Australian Institute of Project Management
- PRINCE2 Practitioner

### HONORS & AWARDS

- Australian Active Service Medal
- International Force East Timor Medal
- UNTAET Medal
- Australian Defence Medal
- QinetiQ New Business Award, 2012
- QinetiQ CEO Award, 2011
- Defence Outstanding Performance, 2011
- Defence Merit Award, 2005 & 1998
- Support to Military Operations Award, 2003

## Malaya Toll

Utilities, ANZ



### SAP EXPERTISE

Passionate, highly motivated, and experienced SAP Utilities practitioner with over 19 years' tenure in the Utilities industry sector. Extensive experience in SAP Utilities includes implementations in ANZ, Asia Pacific & Japan, Europe, and Scandinavian markets. Areas of specialty include Customer Systems and Retail Transformation, Full Retail Contestability/Market Opening, Smart Metering (AMI), Demand Side Management, eMobility (electric vehicles), and Digital Transformation.

Brings global perspective, industry expertise, and SAP product knowledge into highly successful business relationships. Trusted advisor to Utilities accounts in ANZ and founder of the SAP ANZ Utilities Industry User Group.

### CAREER EXPERIENCE

- Industry Principal, Utilities | SAP ANZ
- Pre-Sales Solution Architect | SAP ANZ
- Senior Consultant | SAP ANZ
- Independent Contractor
- Manager | Accenture

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### EDUCATION

- University of Melbourne  
Bachelor of Commerce (Honours)

### CERTIFICATION

- SAP Utilities Certified Consultant
- SAP Customer Relationship Management  
Certified Consultant

### HONORS & AWARDS

- SAP Top Talent Program 2013

### INTERESTS

- Community Outreach Projects
- Fundraising and Volunteering

## Mathew Bailey

Financial Services and Insurance, ANZ



### SAP EXPERTISE

Significant domain experience within Banking and Financial Services as well as Insurance, Construction and Engineering and various forms of Government. Extensive and unique perspective on what are real value drivers for companies struggling with the current economic climate. Help companies build organisational strategies across both business and technology that deliver value via a sustainable competitive advantage.

### CAREER EXPERIENCE

- CTO – Financial Services, Industry Value Engineering | SAP ANZ
- Solution Director, Industry & Innovation BFSI Oracle
- Director Sales Consulting – Banking, Financial Services and Insurance | Oracle
- Oracle Solution Executive | IBM Global Services
- Oracle ANZ Regional Practice Manager | Wipro Technologies

### EDUCATION

- Australian Graduate School of Management MBA (Exec), Management & Strategy
- University of New England Bachelor of Commerce, IT & Business

## Natalie Kenny

Public Sector, ANZ



### SAP EXPERTISE

Public sector industry focus across Australia & New Zealand. Focused on digital transformation of public service organisations with a vision to reimagine the future way in which governments will interact with and deliver services to citizens. Helping governments optimise their information technology assets and investments.

### CAREER EXPERIENCE

- Industry Value Engineer Associate | SAP ANZ
- Teacher | Education Queensland

### EDUCATION

- Bachelor of Business Marketing The University of Queensland
- Graduate Diploma in Education, Early Years Queensland University of Technology
- Masters, Commerce The University of Queensland

### MEMBERSHIP

- Organising Committee Member, Brisbane Open Data GovHack Competition 2017
- Board Member of Canberra Women in Communications and ICT Network 2017

## Simon Grace

Health and Aged Care, ANZ



### SAP EXPERTISE

Helped deliver proven value in projects spanning 8 markets throughout APAC which have been in functions from multinational supply chain to banking transformation. Involved in out of the box thinking from building start-ups in India, and best-of-practise with SAP and Accenture. Specialised in Health and Aged Care. Skilled in taking ideas at a business or technical level and transforming them into an action plan, aligned with the short term and long term objectives of an organisation.

### CAREER EXPERIENCE

- Industry Value Advisor – Health & Aged Care SAP ANZ
- Project Team Leader & Sales Ambassador | 40K Group
- Supply Chain & Logistics | Blackmores
- Associate Pre-Sales | SAP
- Analyst – Operation | Accenture
- Business Analyst | Asian Logic
- Consultant | Volvo IT

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### EDUCATION

- University of New South Wales Bachelor's Degree, Commerce (Co-op)
- 40k Globe Social Entrepreneurship Practicum
- 40K Leadership Program

### HONORS & AWARDS

- UNSW Co-op Scholarship
- SAP Fast Track Program, 2017

### INTERESTS

- Music Performance – Jazz Vocal, Piano and Woodwind
- FutureTech Start-ups and Social Business Models

## Thierry Morin

Services Industries, ANZ



### SAP EXPERTISE

Australia & New Zealand Industry Value Engineering team for Services Industries - which includes Telecommunications, Postal, Travel & Transportation, EC&O, Professional Services and Media.

Result-oriented Management Consulting & Business Development professional with 10 years of experience helping large organizations achieve value through strategic and technology-driven transformation.

### CAREER EXPERIENCE

- Expert Value Advisor | Services Industries SAP ANZ
- Expert Value Advisor | Consumer Industries SAP France
- Manager | Accenture

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### EDUCATION

- ESCP Europe Masters in European Management

### HONORS & AWARDS

- SAP Winners' Circle 2015
- SAP Fast Track Program 2015
- SAP High Potential Program 2014

## Alan Bradbury

Public Sector, ANZ



### SAP EXPERTISE

Help governments optimise their information technology assets and investments. Collaborate to set and develop strategies, develop campaigns, author whitepapers, points of view, undertake complex analysis.

### CAREER EXPERIENCE

- Industry Principal, Public Sector | SAP ANZ
- Director Strategy and Cloud Services | Aquasora
- Partner, Public Sector | IBM Australia
- Public Sector Services Executive | IBM Greater China
- Program Executive, Australian Departments of Health, Veterans' Affairs | IBM
- Executive Director, ICT | Maximus Solutions Australia
- Associate Partner, Public Sector | Price Waterhouse
- Director, Enterprise Architecture | Australian Department of Health

alan.bradbury@sap.com

### EDUCATION

- The Australian National University  
BSc, Mathematics, Computer Science
- Whitebridge High School

### CERTIFICATION

- Business process re-engineering
- Project / Programme Management
- Business and ICT Strategy
- Enterprise / Business Architecture

### HONORS & AWARDS

- SAP Winners' Circle 2016
- Social Sabbatical Program

### INTERESTS

- Committee member, Maruki Community Orchestra

## Uday Bonu

Public Sector, ANZ



### SAP EXPERTISE

Industry expert and thought leader focusing on state, local governments and higher education across Australia and New Zealand. Equipped with 22+ years of consulting, delivery and leadership experience across a broad range of industries; engage, advise and assist organisations to adopt technological innovations to deliver tangible and meaningful outcomes for SAP clients and their customers.

### CAREER EXPERIENCE

- Senior Industry Principal, Public Sector & Higher Education | SAP ANZ
- Business Transformation Lead | Department of Finance & Services, NSW
- General Manager | HCL Technologies Australia & New Zealand
- Global Delivery Lead | IBM GBS Australia & New Zealand
- Management Consultant | IBM Global Services

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### EDUCATION

- MIT – Sloan School of Management - EPGM
- Andhra University - MBA
- GITAM - Bachelor of Business Management

### CERTIFICATION

- Advanced Certificate for Executives in Management
- Graduate of Australian Institute of Company Directors
- ITIL v3 - Master
- TOGAF 9.1 Enterprise Architect

### INTERESTS

- Volunteering and Mentoring
- Start-ups
- Frugal Innovation for developing and under-developed economies

# Umut Cikla

Consumer Industries, ANZ



## SAP EXPERTISE

20+ years of experience in management of sales and consultancy teams. 5 years of IVE experience in EMEA and APJ regions. Digital Transformation Leader across APJ Region Responsible for Retail, Consumer Products, Wholesale & Distribution and Life Sciences industries across ANZ at SAP.

## CAREER EXPERIENCE

- Senior Director, Industry Value Engineer | SAP ANZ
- Director, Industry Value Engineer | SAP EMEA
- Country Manager, Products Operating Group Accenture
- Territory Services Sales Leader | IBM

## EDUCATION

- MBA, Finance
- MSc, Software Engineering
- BSc, Electrical-Electronic Engineering

## CERTIFICATION

- Leadership of Digital Transformation from Technische Universitat Munchen (Achievement with Distinction)
- Design Thinking Champion from SAP
- Retail Industry Expert from Accenture

## HONORS & AWARDS

- SAP Fast Track Program 2014
- SAP High Potential Program 2013
- Accenture Top Talent Program 2012
- IBM Top Gun Program 2010

**India**



## Aditya Narayan Das

Financial Services Industries, India



### SAP EXPERTISE

Helping insurers leverage the emergence of the rapidly transforming digital ecosystem across customers, suppliers, distributors and devices. More than 15 years of experience across consulting, insurance and insurance technology – a good part of which has been in multiple roles with a leading global insurer.

Strong consulting foundation across multiple streams. Currently engaged with C level executives in Indian Insurance to help understand, articulate, plan and execute the transformation journey(s) to leverage the digital change.

### CAREER EXPERIENCE

- Director, Insurance, Industries & Digital Leadership | SAP India
- Practice Head, Products & Partnership Group, Wipro Technologies
- Vice President, Global Head, Insurance Research & Analytics | WNS Global Services
- Vice President, Strategy | ING Life Insurance, India (now Exide Life Insurance)
- Vice President, Renewals & Persistency | ING Life Insurance, India (now Exide Life Insurance)

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- General Manager Customer Service | ING Life Insurance, India (now Exide Life Insurance)
- Senior Manager MD & CEO's Office | ING Vysya Life Insurance, India (now Exide Life Insurance)
- Senior Consultant | Watson Wyatt Worldwide (Now Towers Watson)
- Consultant | A.T. Kearney, India
- Associate, Strategy Consulting | Mitchell Madison Group, Whittman-Hart, NY

### EDUCATION

- Indian Institute of Management, Ahmedabad PGDM, Strategy, Marketing
- Indian Institute of Foreign Trade MPIB, International Business
- Delhi College of Engineering BE Electrical Engineering

### INTERESTS

- Quizzing – having featured in several National Level Quizzes including Mastermind India, Season 4
- Indian Sports – Run a FB page “Beyond Cricket” and support multiple initiatives aimed at re-energising Indian performance in non-cricket sports

## Ashutosh Uday Apte

Discrete Manufacturing Industries, India



### SAP EXPERTISE

Driving digital transformation in context of disruptive market dynamics and technologies impacting discrete manufacturing organizations. Extensive expertise in strategic consultative selling through development of comprehensive CXO level business cases for value based enterprise applications sales. Extensive experience in strategic sales/marketing planning and execution, technology services pre-sales support and bid management. Focus Industries: Discrete Manufacturing (Automotive, Industrial Manufacturing, Engineering); Process Industries (Oil & Gas, Chemicals, Mill Products, Pharmaceuticals)

### CAREER EXPERIENCE

- Director - Discrete Industries, IVE | SAP India
- Key Accounts Director | SAP India
- Senior Principal, Value Engineering | SAP India
- Principal Consultant, Value Engineering | SAP Labs
- Manager - Marketing | Patni Computer Systems Ltd.
- Management Trainee | Galaxy Surfactants Ltd.

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### EDUCATION

- Indian Institute of Technology, Bombay Master of Management, Marketing
- Nagpur University B.Tech, Chemical Engineering
- INSEAD Leading Digital Transformation Program
- Nagpur University & IIT Bombay Merit Rank Holder – Senior Secondary & Higher Secondary Board Examinations, Scholarship Holder

### CERTIFICATIONS

- Six Sigma Green Belt Certified

### HONORS & AWARDS

- Consistent High Performer – Leadership Excellence at Patni (LEAP)

### MEMBERSHIP

- Regular speaker at Industry Forums (CII, FICCI, ASSOCHAM, IIMM) and SAP/Partner Events on multiple topics including Digital Transformation, Industry 4.0 and Extended Supply Chain Excellence amongst others
- Regular participation in social responsibility initiatives in corporate/individual capacity

## Avanish Dureha

Public Sector, India



### SAP EXPERTISE

Responsible for Go to Market strategy for Defence, Public Security, Ports and other strategic Industry Customers. Driving Business Development, Deal Execution and adoption of innovation portfolio of SAP solutions across these set of industries.

### CAREER EXPERIENCE

- Industry Director Strategic Industries | SAP India
- Consulting Director Solution Engineering | SAP India
- Independent Consultant | Self Employed
- Joint Director | Indian Navy, GOI
- Commander Indian Navy

### EDUCATION

- Symbiosis (SCDL)  
PG Diploma Business Administration
- Naval Institute for Computer Application  
LEDP, Information Technology
- National Institute of Hydrography  
Basic Hydrography
- Bareilly College  
Bachelor of Science (BSc) Zoology

### HONORS & AWARDS

- Chief of Naval Staff (India) Commendation  
2009

### INTERESTS

Photography, Travelling and Reading

avanish.dureha@sap.com

## Ganesh Ramachandran

Cross Industries, India



### SAP EXPERTISE

Help develop business at India's large conglomerates: value creation by improving their customer engagement, optimizing business processes, empowering their employees, leveraging technology and digital transformation. Develop SAP vision, strategy and GTM for the conglomerates industry: value creation strategy, enablement approach, investment cases, strategic partnering. Business Development through account planning, strategic deal support and executive value propositions. Enhance SAP's brand through thought leadership and content creation.

### CAREER EXPERIENCE

- Industry Value Advisor | SAP India
- General Manager & Head - Consulting Services, India & Middle East | Wipro Consulting
- Associate Partner | The Gallup Organization
- Managing Consultant West / Sr. BDM | Wipro Technologies
- Senior Consultant | Accenture
- Manager | Standard Chartered Bank
- Territory Development Manager | Pepsico
- Junior Engineer | Essar Steel

ganesh.ramachandran@sap.com

### EDUCATION

- XLRI  
PGDBM, Marketing, Finance
- Birla Institute of Technology and Science, Pilani  
BE (Hons) Mechanical Engineering
- St. Michaels Matriculation

### CERTIFICATION

- ISO22301 - Lead Auditor Business Continuity Management  
Certification Date: 2014 – Present  
Certification authority: BSI
- Strengths Development Coach  
Certification Date: Jan 2010 – Present  
Certification authority: Gallup University
- Six Sigma Black Belt  
Certification authority: Wipro

### PUBLICATIONS

- Partnership with Industry - New Business Models and Service Delivery - White paper for National eGovernance conference
- Taxing the Easy Way

## Indranil Som

Energy and Natural Resources, India



### SAP EXPERTISE

Over 16 years of management consulting experience with a combination of strategy and technology engagements, encompassing scoping, planning and execution, with leading international firms.

Strong consulting foundation in multiple areas of digital transformation. Currently engaged in consulting with C-level executives to enable organizations unlock business value through technology driven business transformations.

### CAREER EXPERIENCE

- Digital Transformation and Value Advisor, Industries and Digital Leadership | SAP India
- Industry Value Advisor, Industry Value Engineering | SAP India
- Senior Manager | Deloitte
- Marketing Officer | Haldia Petrochemicals Ltd
- Business Executive | ITW Signode India Ltd
- Senior Sales Engineer | Thermax

### EDUCATION

- Indian Institute of Management, Calcutta PGDBM General Management, Marketing, Finance
- Jadavpur University BME, Mechanical Engineering
- INSEAD Leading Digital Transformation Program

### HONORS & AWARDS

- Industry Value Engineer APJ 2011, 2015
- Global IVE Exchange Programme, Walldorf, 2016
- SAP India Winners' Circle 2012

### PUBLICATION

- Co-Author of "Winning the Digital Race in Steel Industry" for Computer Society of India & Indian Institute of Metals Publication
- Co-Author of "Driving a Paradigm shift in Mining Industry in India Through Adoption of Information Technology" for ASSOCHAM Publication
- Co-Author of "Big Data Analytics – Potential and Challenges for the Mining Industry" for ASSOCHAM Publication

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## Murali Mahalingam

Financial Services Industries, India



### SAP EXPERTISE

Helping Banks and Financial institutions at C-Level in accelerating Digital Innovations and providing value to customers. Leveraging Professional Experience of about 25 years having anchored Banking & Financial business and technologies strategies and transformations. Advisory, Domain, Process consulting, Product management, Program Delivery and account management experience.

### CAREER EXPERIENCE

- Industry Director-Banking | SAP India
- Industry Principal and Head-Solution Consulting Practice | Infosys Technologies Ltd.
- Business Analyst | Misys Banking Systems
- Asst. Vice President | ICICI bank
- Officer | DCB Bank

### EDUCATION

- University of Mumbai M.Com Commerce
- Diploma in Banking ICFAI University Associate's Degree, Banking and Financial Support Services
- JAIB from Indian Institute of Bankers Associate's Degree, Banking and Financial Support Services

### PUBLICATIONS

White Paper on "SMART Digital Banking platforms for Enriched customer experience and growth" published in the April 2017 edition of FICCI's quarterly publication – Financial Foresights

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## Nilanjan Paul Choudhury

Services Industries, India



### SAP EXPERTISE

Lead the SAP Professional Services Industry vertical in India. Work with senior business and IT leaders in key corporates to drive digital transformation, effective alignment of business and IT strategy, value realization and business process performance improvement programs.

Key responsibilities include:

- Develop SAP vision, strategy and GTM for the Professional Services industry
- Drive revenue and pipeline growth through industry and account planning, strategic engagements, and deal execution

### CAREER EXPERIENCE

- Senior Director, Services Industries and Digital Leadership | SAP India
- Head, Advocacy & Communications | Azim Premji Foundation
- Managing Principal, Value Engineering | SAP
- Leader - Business Partners Management (High Value Business Development) | IBM
- Director, CRM Solutions | Oracle Corporation
- Senior Consultant, Enterprise Solutions | Infosys Technologies Limited

nilanjan.paul.choudhury@sap.com

### EDUCATION

- Indian Institute of Management, Ahmedabad MBA
- Indian Institute of Technology, Kanpur

## Nubeel Ansari

Energy and Natural Resources, India



### SAP EXPERTISE

Presently working with the Industry Value Engineering and Digital Leadership team of SAP India with a team of individuals who drive digital transformation and value based engagements. Lead the practice for Oil & Gas and Utilities. Responsible for driving SAP India's Go to Market for these industries besides leading relationship, strategic and value engagements with key customers.

### CAREER EXPERIENCE

- Director, Industry Value Engineering, Oil & Gas and Utilities | SAP India
- Senior Principal | SAP India
- Principal, Value Engineering | SAP India
- Senior Associate, Value Engineering | SAP India
- Principal Consultant - Value Engineering | SAP
- Senior Consultant | ECS Limited
- Senior Inspection Engineer | Indian Oil Corporation Limited

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### EDUCATION

- NITIE, Mumbai
- PGDIM, Supply Chain Management & Finance
- Indian Institute of Technology, Kanpur
- BTech, Materials & Metallurgical Engineering

### HONORS & AWARDS

- APJ Industry Value Engineer 2014, 2015
- IVE Challenge Award - Best Idea for execution for Internet of Things 2015

## Satyajit Sahay

Services Industries, India



### SAP EXPERTISE

Digital and ICT Sales professional with over 20 years of Industry experience in IT & Telecom. Responsible for Telecom and Media Industry practice at SAP for Indian subcontinent to grow SAP's Digital Business framework footprint through Thought Leadership, Industry expertise & enablement and CXO relationships. Have held multiple Business Development and Sales Leadership positions in Organizations like Ericsson, Telcordia, Sun Microsystems/Oracle, Lucent Technologies and Ascom.

### CAREER EXPERIENCE

- Industry Principal - Telco | SAP India
- Head of IT Sales | Ericsson
- Director - Communications Network Infrastructure | Sun Microsystems
- Sr Manager | Lucent Technologies
- Business Manager | Ascom India Pvt Ltd

### EDUCATION

- Indian Institute of Foreign Trade  
MBA International Business
- Indian Institute of Technology, Roorkee  
B.E. Electrical and Electronics Engineering
- INSEAD  
Leading Digital Transformation
- IIM Ahmedabad, 2009  
Leadership Management Development Program

### CERTIFICATION

- Emerging Executive Leadership Program at Ericsson – Assessed by KornFerry, 2015

## Somenath Byabortta

Energy and Natural Resources, India



### SAP EXPERTISE

More than 28 years of in-depth expertise in the global regulated/deregulated Utilities industry. Specialties: Utilities Asset Management, Smart Grid Technology, Energy Trading, Utility Industry Application

### CAREER EXPERIENCE

- Industry Director - Utilities | SAP India
- Solution Director - Utilities | Oracle India
- Senior Consultant | Tata Consultancy Services
- Deputy Manager - Corporate Automation | Ispat Industries
- Design Engineer - Switchgear Division | GEC Alstom India Limited (Presently Schneider Electric)

### EDUCATION

- Jadavpur University  
Bachelor of Engineering, Electrical Engineering  
1st Class with Honours

### CERTIFICATION

- Certified Quality Analyst – Conferred by The Quality Assurance Institute, Inc.

### PUBLICATION

- Power Sector Reform and Power Market Design in India (Co-Author - IEEE Publication)
- Coal Management Module (CMM) for power plant (Co-Author - IEEE Publication)
- Formulation of pricing mechanism for microgrid energy (Co-Author - IET Publication)

## Subrata Das

Public Sector, India



### SAP EXPERTISE

Lead, Create, Own, Execute and Measure the strategy and planning for the Internet of Things business unit. Lead, Create, Own, Execute and Measure the strategy and planning for the Strategic Industries Market unit. Drive Digital Transformation. Drive value-based technology acquisition strategy for the Public Services business unit.

### CAREER EXPERIENCE

- Industry Director, Public Services & Country Lead, IoT | SAP India
- General Manager, Technology Business | Oracle India Pvt. Ltd
- Software Account Manager | IBM India Ltd
- Business Manager | NIIT Technologies Ltd
- Sales Executive | Hexaware Technologies

### EDUCATION

- University of Calcutta  
Bachelor's Degree
- South Point High School

### HONORS & AWARDS

- SAP Best Industry Principal APJ, 2012
- SAP Winners' Circle

## Sudakshina Ghosh

Discrete Manufacturing Industries, India



### SAP EXPERTISE

A seasoned process consultant with 14 years' experience across business functions and multiple industry verticals. Application sales roles with enterprise account management and cloud-based software solution sales expertise.

### CAREER EXPERIENCE

- Industry Director - Discrete Manufacturing  
SAP India
- Sr. Sales Manager - SAP Cloud | SAP India
- Key Account Manager | SAP India
- Sr. Principal, Value Engineering Practice | SAP India
- Principal Consultant | SAP India
- Value Engineering Internship | SAP India
- Software Consultant | Tata Consultancy Services

### EDUCATION

- XLRI Jamshedpur  
MBA, Marketing, Finance
- Bengal Engineering and Science University,  
Shibpur  
Bachelor of Engineering, Civil Engineering
- INSEAD  
Leading Digital Transformation

### HONORS & AWARDS

- SAP Winners' Circle 2015
- Marketing Association at XLRI Gold Medal 2006
- GE Summer Excellence Award

Korea



## Young Suk Baik

Industries and Digital Leadership, Korea



### SAP EXPERTISE

Accomplished, globally experienced process innovation and digital transformation thought leader and trusted advisor with Global SCM practices and Consumer Electronics Industry expertise as a foundation. Drive various customer facing sales/presales/value engineering/consulting activities with various global Fortune 500 companies leveraging traditional, outside-in and design thinking approaches in consumer electronics, high-tech, retail, consumer goods, telecommunication, and automotive industries.

### CAREER EXPERIENCE

- Head of Industry Value Engineering | SAP Korea
- High-Tech Industry Value Advisor | SAP Korea
- Head of Solution Specialist Sales | SAP Korea
- Solution Principal, Presales | SAP Korea
- Senior Solution Strategist, High-Tech Industry i2 Technologies
- Head of Corporate Marketing and Supply Chain Samsung Electronics Canada

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- Managing Consultant, Strategic Consulting Group | i2 Technologies
- Business Analyst, Corporate Process Innovation Group | Samsung Electronics

### EDUCATION

- University of Waterloo  
Master's Degree in Management Sciences
- McGill University  
Bachelor of Commerce

### CERTIFICATION

- CPIM (Certified in Production and Inventory Management – APICS)

## Byung Gil Yuh (Gil)

Consumer Industries, Korea



### SAP EXPERTISE

Industry Value Engineer in Consumer Industry. Leading Digital Transformation of consumer product and retail customers based on years of experience in system integration service and consulting service with Korean leading consumer product and retail customers. Years of experience in consumer facing service design such as E-Learning and computer games.

### CAREER EXPERIENCE

- Industry Value Advisor, Consumer Industry SAP Korea
- Head of Industry and Retail Planning Team FUJITSU
- Head of E-Learning Planning Team | AVALON Education
- Head of Mobile TFT Group, Board Member 4CSoft
- CEO | Web Guru

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### EDUCATION

- University of California Berkeley  
Bachelor of Science in Electrical Engineering and Computer Sciences
- Seoul National University  
Bachelor of Business Administration

### HONORS & AWARDS

- Graduation with Highest Honor, University of California

## Chan Ho Son

Services Industries, Korea



### SAP EXPERTISE

Served as a principal consultant at BTS team for 2 years, especially Hyundai motor conglomerate. Currently, working at IVE team in charge of Telco & EC&O industry. A digital expert with industry insight & experiences, driving customer's digital transformation to accelerate for their future and also helping as an advisor of fixed asset lifecycle management for several capital intensive companies, such as A&D, IMC, Automotive & Rail.

### CAREER EXPERIENCE

- Industry Value Engineer, Services Industries  
SAP Korea
- Senior Manager (Products OG – AIIT, TGP-SAP)  
Accenture
- Manager (Information Planning) | SK Engineering  
& Construction
- Manager (Products OG – Industrial Equipment,  
Transportation) | Accenture
- Manager (HR consulting) | KPMG
- Researcher (Postal Service, Telco) | KISDI

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## Chul Min Park

Energy and Natural Resources, Korea



### SAP EXPERTISE

Lead both Utilities and Transportation customers' business transformation in Korea. Develop SAP vision, strategy and GTM for Utilities and T&T industry. Value creation strategy, enablement, approach, strategic partnering. Business Development through account planning, strategic deal support and executive value propositions. Enhance SAP's brand through thought leadership, content creation, appearances, articles and social and traditional media interviews, etc.

### CAREER EXPERIENCE

- Industry Value Advisor, ENR | SAP Korea
- Business Consulting Manager | SAP Korea
- Manager, Business Consulting team  
BearingPoint
- ERP Consultant | Samsung SDS Research
- Engineer | Daewoo Motor Company

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### EDUCATION

- Kookmin University  
Bachelor of Economics, Master of Business  
Administration

### CERTIFICATION

- SAP Business Warehouse

### EDUCATION

- Yonsei University  
Master of Science  
Mechanical Engineering - Concurrent  
Engineering with Computer aided Process  
Planning
- Yonsei University  
Bachelor of Science  
Mechanical Design & Production Engineering

### CERTIFICATION

- SAP FI - SAP Application 'Accounting', 2006 -
- SAP MM - SAP Application 'Material  
Management', 2003
- SAP BC - SAP Technical Consultant  
'Unix/Oracle', 2000

## Jong Kwang Kim

Discrete Manufacturing Industries, Korea



### SAP EXPERTISE

Lead the Digital Transformation customer engagement in the automotive industry and high-tech industry through digital business framework, value engineering and design thinking. 19+ years of business development, sales and SCM consultant experiences. Consulting Experience: ERP & GTS implementation, PI, ISP. Consulting Role: Project Manager, Consultant, Value Advisor. Industry knowledge: Automotive, Steel, Cable, Retail and Heavy Industry. Solution Experience: SAP ERP, SCM, GTS.

### CAREER EXPERIENCE

- Industry Value Advisor, Automotive | SAP Korea
- Executive Director, Head of Strategic Business Unit | Zen Consulting
- Executive Director | JK Consulting
- Senior Consultant, SCM & IS-Mill | SAP Korea
- Presales, SCM & IS-Mill | SAP Korea
- SAP Education Center instructor, SCM | SAP Korea
- Production Planning & Procurement | LS Cable

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### EDUCATION

- HongIk University  
Bachelor of Science in Industrial Engineering

### CERTIFICATION

- CPIM
- APICS
- PMP
- Project Management Institute
- SAP Consultant Certification, SD, MM, PP, ABAP, ASAP, APO

## Jong Hwee Kim

Discrete Manufacturing Industries and Energy and Natural Resources, Korea



### SAP EXPERTISE

Spent more than 20 years for the practical defining and applied for business value of management based SAP solution. Now, lead the Digital Transformation customer engagement in Chemical industry and IM&C through digital business framework, with continuously changing SAP solution value proposition and global best practices under SAP strategic cloud business vision. Built up global innovation practice. Experienced digital transformation thought leader and trusted advisor to customers.

### CAREER EXPERIENCE

- Industry Value Advisor Expert for Chemical & IM&C | SAP Korea
- Head of Business Process Innovation, Corp. Business Strategy Division | Korean Air
- Head of Value for Cross Industries | SAP Korea
- Manager, FAS (Auditing) and MCS (Business Consulting) | PWC & Samil Accounting
- Assistant Manager | Coopers Lybrand & Samil Accounting

jong.hwee.kim@sap.com

### EDUCATION

- Hoseo University Seoul  
Ph.D. for Business Management
- Illinois State University  
M.B.A (Finance) from International Finance and Business Management
- Illinois State University  
B.B.A (Accounting) Cum Laude in Accounting and Business Management

### CERTIFICATION

- CPA licensed in Illinois, USA
- Realtor (licensed salesman) in Illinois, USA

### HONORS & AWARDS

- The employee of the Chairman Prize, Korean Air 2007
- The employee of the Year, ValueSAP, SAP Korea 2002

## Jong Pil Park

Discrete Manufacturing Industries, Korea



### SAP EXPERTISE

Over 15 years of Consumer Electronics, LCD and Semiconductor industry experience across major Korean/Japanese/Chinese customers. Proven thought leadership and high business acumen in providing expertise and consultancy on business process design, solution consulting, and change management. Strong interpersonal and communication skills.

### CAREER EXPERIENCE

- High-tech Industry Value Advisor | SAP Korea
- CEO | Dahn World
- Principal Consultant | SAP Korea
- Senior Solution Architect | i2 Technologies
- Senior Consultant | LG CNS

### EDUCATION

- Seoul National University  
Bachelor's Degree in Industrial Engineering

### CERTIFICATION

- CPIM (Certified Production and Inventory Management)
- CIRM (Certified Integrated Resource Management)

## Nam Joong Kim

Public Sector, Korea



### SAP EXPERTISE

Over twenty years of extensive experience and customer engagement in Public Sector Industry. Lead Digital Transformation of Public Sector customers with SAP knowledge, global best practices and digital framework. Help the company's long-term strategy, GTM plan and C-level messages of Public Sector as a trusted value advisor. Various roles and responsibilities in SAP, LG CNS and Government projects from keynotes, panel discussions, presentations, Design Thinking to the industry business consulting.

### CAREER EXPERIENCE

- Industry Adviser, IVE, Public Sector | SAP Korea
- IT Leadership Group member | Kahala Posts Group
- Business Developer & e-Government Business Consultant and Project Manager | LG CNS

### EDUCATION

- Advanced e-Government Program, Korea Advanced Institute of Science and Technology
- Korea University Business School  
Master of Business Administration(MBA),  
Strategy and Marketing

### CERTIFICATION

- CISA (Certified Information System Auditor, Certified by ISACA)
- PMP (Project Management Professional, Certified by PMI)

### HONORS & AWARDS

- Social Star Award of SAP Korea
- Thought leader of SAP Korea
- Industry Principal Excellence Award of SAP Asia
- The Minister's Award from the Ministry of Information and Communication, Korea

## Nam Ki Park

Financial Services Industries, Korea



### SAP EXPERTISE

Leading SAP value driving in banking industry with many years of industry experience as a banker and consultant covering various business areas including core banking, analytics, CRM and FinTechs. Wide solution ranging from ERP, analytical solutions, database and emerging technologies such as Big Data and blockchain. Deep involvement in IFRS17 business for insurance industry by collaborating with consulting partners and global experts. Good interpersonal and communication skills.

### CAREER EXPERIENCE

- Industry Value Advisor | SAP Korea
- Deputy General Manager | KEB Hana Bank
- Manager | Will-Be Solution

### EDUCATION

- University of Southern California  
Master of Science in Information and Operation Management, Information Science/Studies, Master
- Seoul National University  
Bachelor of Business Administration (BBA), Business Administration

### CERTIFICATION

- Certified Derivatives Investment Advisor

### HONORS & AWARDS

- Thought Leader 2014, 2017

## Sung Bang Hong

Financial Services Industries, Korea



### SAP EXPERTISE

An extensive knowledge in insurance-industry areas gained over twenty years. Good understanding in financial sector and experienced with IT and insurance business process for design and solution consulting.

Trusted business partner. Maintains good relationship with customers. Experience of SAP Insurance solutions with Samsung Insurance next generation ERP. Experience of ERP accounting process design and implementation at insurance companies including Samsung, Kyobo, Hanhwa etc. Specialties include Insurance Industry & SAP Solution expertise.

### CAREER EXPERIENCE

- Insurance Industry Value Advisor | SAP Korea
- Pre-Sale Expert FSI industry | SAP Korea
- Manager | Allianz Life

### EDUCATION

- Hankuk University of Foreign Studies  
MBA, Management Information Systems

### CERTIFICATION

- C\_FSIINS\_66 Certified Application Associate - SAP for Insurance ERP 6.0 EHP6

# South East Asia



## Jim Cook

Industries and Digital Leadership, SEA



### SAP EXPERTISE

Managing a team of Industry experts in South East Asia. Work with customers across 25 industries on their digital transformation journeys, and articulating the value that can be achieved from implementing SAP solutions.

Background in Order to Cash, Supply Chain and Logistics. Always been interested in the customer facing solutions in Sales & Marketing and how they can be used to transform customer engagement.

### CAREER EXPERIENCE

- Head of Industry Value Engineering Practice SAP SEA
- Head of Asia Pacific | Bluefin Solutions Global
- Head of CRM | Bluefin Solutions
- Sales, Service and Marketing Capability Lead Bluefin Solutions
- CRM Capability Lead | Bluefin Solutions
- Senior Consultant | Bluefin Solutions
- Lead Consultant | Diagonal Consulting
- SD Team Lead | Unipart Group
- Business Development Manager | Unipart Group
- Business Systems Manager | Unipart Group

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- Project Manager (UK Systems) | Unipart Group
- Financial Planning Manager | Unipart Group
- Senior Operational Research Scientist | Unipart Group
- Operational Research Scientist | Rolls-Royce

### EDUCATION

- NCC Certificate in Systems Analysis and Design, University of Bristol
- BSc (Hons) Field Of Study Management Sciences, Lancaster University

### CERTIFICATION

- NCC Certificate

### PUBLICATIONS

- "Secure The Market Leadership Position: Create The Direct Consumer Experience", published on May 2017 for D!igitalist by SAP
- "Consumer-Driven Digital Enterprise: The Digital Future Of Consumer Products", published on March 2017 for D!igitalist by SAP

## Dhiren Doshi

Services Industries, SEA



### SAP EXPERTISE

Over 10 years of experience in SAP driving diverse initiatives spanning Business Process Optimization, Value Engineering, Digital Transformation, Design Thinking and Executive Exchange in a regional role. Responsible for defining and driving the overall industry strategy for Telecoms across APJ and now SEA. Regularly engaged as speaker and facilitator at industry conferences and executive panels. Pitches SAP innovations to key stakeholders and decision makers across the market, leveraging his consulting experience to help customers and partners derive maximum value from SAP digital transformation offerings.

### CAREER EXPERIENCE

- Vice-President, Industries & Digital Leadership SAP SEA
- Senior Director, Industry Value Engineer | SAP APJ
- Fellow, Office of the Co-CEO | SAP AG
- Director, Industry Principal | SAP APJ
- Manager, Communications & High Technology Accenture

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### EDUCATION

- National University of Singapore  
B.Eng Engineering, Electrical Engineering
- Raffles Junior College
- Raffles Institution

### HONORS & AWARDS

- SAP Top Talent Program
- Fellowship with Office of the co-CEO
- Singapore Armed Forces Sword-of-Honour

## Weng Heng Ng

Services Industries, SEA



### SAP EXPERTISE

Experienced in sales management, market development, business strategy and planning, enablement and management of overall business and sales operations. Held leadership roles in APJ region and countries in sales, operations, business development, and solution management.

### CAREER EXPERIENCE

- Head of Business Development, Strategic Customer Program | SAP APJ, SAP Asia
- Vice President, Operations | SAP North Asia, SAP Asia
- Senior Director, Head of Strategy & Planning, SAP North Asia | SAP Asia
- Director, Head of Industry Business Development | SAP North Asia, SAP Asia
- Director, Head of Discrete Industry | SAP APJ, SAP Asia
- Head of SCM and PLM | SAP APJ, SAP Asia
- Regional Industry Consultant, IM&C and EC&O | SAP APJ, SAP Asia

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### EDUCATION

- INSEAD  
Leading Digital Transformation
- Heriot-Watt University  
Civil Engineering

## Avinash Jalan

Conglomerates, SEA



### SAP EXPERTISE

Broad range of experience in business process reengineering. Industry experience includes Software, Investment Banking and Manufacturing.

### CAREER EXPERIENCE

- Vice President, Value Engineering | SAP SEA
- Sr. Director, Value Engineering | SAP APJ
- Principal, Value Engineering | SAP America
- Controller | Microsoft
- Sr. Controller | GAINSystems
- Associate – Investment Banking | Bear Stearns & Company
- Co-founder, VP of Operations | Hindusthan Malleables & Forgings Limited

avinash.jalan@sap.com

### EDUCATION

- Chicago Booth School of Business  
MBA in Finance & Strategy
- University of Illinois, Urbana-Champaign  
MS, Industrial Engineering
- North Carolina State University  
BS, Mechanical Engineering

## Wallop Tirasirikul

Conglomerates, SEA



### SAP EXPERTISE

Extensive experience in Value Management & Design Thinking Practices in cross industries & functional business processes focusing on strategic accounts. Expanding SAP Footprint across South East Asia through Digital Transformation Engagements, Collaborative Value Assessment, Benchmarking Studies, Business Case & IT Roadmap Development, and Go-To-Market & Account Strategies.

### CAREER EXPERIENCE

- Senior Industry & Value Advisor and Design Thinking Lead | SAP SEA
- Senior Industry & Value Advisor | SAP SEA
- Senior Advisor, Value Engineering | SAP SEA
- Value Engineer | SAP America

### EDUCATION

- Fuqua School of Business  
MBA in Finance from Duke University
- Chulalongkorn University  
Bachelors in Electrical Engineering

## Jack Wang

Conglomerates, SEA



### SAP EXPERTISE

Experienced professional with deep understanding of IT, Finance, Strategy and Management. Passionate to drive Digital Transformation and adoption of Internet of Things in Asia Pacific region.

### CAREER EXPERIENCE

- Director, Industries and Digital Leadership | SAP
- Operations Business Partner for Industries | SAP
- Customer Success Program Manager | SAP
- Operations and Pre-search Manager | SAP

### EDUCATION

- The University of Chicago Booth School of Business  
MBA, Finance
- Nanyang Technological University  
MBA, Finance and Strategy
- Zhejiang University  
Bachelor, Software Engineering

### CERTIFICATION

- SAP Digital Elite

### HONORS & AWARDS

- Nanyang MBA Dean's List
- Outstanding Graduates Scholarship
- Academic Excellence Scholarship
- National Scholarship for Young Software Engineer Talents

### PUBLICATIONS

- Co-author of "Central Billing System for Personal Bills", published on August 2014 for International Journal of Innovation, Management and Technology, Vol. 5, No. 4

## Magdalene Phua

Conglomerates, SEA



### SAP EXPERTISE

Design Thinking specialist and expert facilitator for C-level audiences. Focused on driving differentiated customer engagement through customized Design Thinking workshops, helping customers accelerate strategy, innovation, transformation, visioning and alignment. Also involved in cross-industry collaborative value assessments and account planning.

### CAREER EXPERIENCE

- Value Advisor, Digital Transformation & Innovation | SAP SEA
- Strategic Innovation Lead, Deloitte Greenhouse Southeast Asia | Deloitte
- Corporate Development & Strategy, Innovation, Digital Customer Strategy | CapitaLand
- Business Analyst & Project Consultant | Verity Consulting

### EDUCATION

- National University of Singapore, Bachelor of Business Administration, Finance (1st class honours)

### CERTIFICATION

- IDEO.org Design Kit: The Course for Human-Centered Design, NovoEd
- Design Kit: The Course for Human-Centred Design, IDEO.org
- Implementing Design Thinking (Tools & Methods), Design Singapore Council
- Strategic Design Thinking, Institute of System Science, NUS

## Vincent Bricout

Cross Industries, Malaysia



### SAP EXPERTISE

Senior principal consultant and change agent assisting clients on their journey to digital transformation. Key business development contributor across SEA.

### CAREER EXPERIENCE

- IVE Cross-Industry Leader | SAP Malaysia
- Senior Advisor | Arthur D. Little
- Senior Manager | Arthur D. Little
- Business Consulting Manager | Schlumberger
- Senior Consultant | Arthur D. Little
- Assistant Project Manager | Celerant Consulting
- Product Champion | Schlumberger
- Project Manager | Schlumberger
- Senior Engineer | Schlumberger

### EDUCATION

- China Europe International Business School Master of Business Administration
- Cornell University Doctorate in Mechanical Engineering
- Université de Technologie de Compiègne Diplôme d'Ingénieur

### PUBLICATIONS

- The Future of Higher Education - Transforming the Students of Tomorrow, published on October 2016 for Arthur D. Little
- The NOC Technology & Innovation Management Challenge, published on May 2016 for Arthur D. Little
- Industrial Park Governance - The Vital Cog for Success, published on July 2014 for Arthur D. Little

## Guruprasad Gaonkar

Cross Industries & Financial Services, SEA



### SAP EXPERTISE

Responsible for driving revenue success of all-up industry business plans. Leadership with cultural acumen throughout countries in Southeast Asia. Business Development and Go-to-market Execution by defining Programs, target account prioritization, and Partner alignment matrix (geo/accounts).

### CAREER EXPERIENCE

- Head of Financial Services Industry | SAP SEA
- Vice President, Regional Product Management HSBC.
- Senior Manager | Financial Services Industry
- Alliance Manager and Presales Lead | TCS
- Senior Product Consultant | Oracle Financial Services Software Ltd.

### EDUCATION

- University of Mysore  
Bachelors in Engineering, Electronics and Communications

## Bhalaji P Raghavan

Financial Services Industries, SEA



### SAP EXPERTISE

Experienced in Multi-functions of Banking, Insurance and FSI with working knowledge of markets across Asia Pacific. Specialties: special interest in Change Management, payments and Core Banking transformations.

### CAREER EXPERIENCE

- FSI, Industry & Value Engineering | SAP SEA
- Banking Practice Head APAC | Capgemini
- FSI Solutions Exec ASEAN | IBM
- Director FSI Asia Pacific | SAP
- VP | Citibank

### EDUCATION

- XLRI  
MBA
- Indian Institute of Technology (Banaras Hindu University), Varanasi  
BTech, Metallurgical Engineering

## Thomas Le

Cross Industries, Vietnam



### SAP EXPERTISE

Responsible for driving country revenue growth through key accounts cross industries in Vietnam including business development, account plan, customer relationship, and sales/pre-sales support.

### CAREER EXPERIENCE

- Senior Advisor and IVE Cross Industries Leader SAP Vietnam
- Director - Business Development and Key Accounts | Oracle Vietnam
- System Engineer and Integration Manager, Xerox Corporation USA
- Nuclear Power Plant Simulation System Engineer | GSE System USA

### EDUCATION

- George Washington University, USA  
Bachelor of Science in Electrical Engineering

### CERTIFICATION

- Polycom Certified Conferencing Specialist
- Xerox Certified TTM Software Development

### HONORS & AWARDS

- Quota Achievement, Oracle Asia Pacific
- Dean's List Award, the George Washington University

## Danairat Thanabodithammachari

Cross Industries, Thailand



### SAP EXPERTISE

Responsible for driving Thailand revenue success of all-up industry business plans. Business Development and Go-to-market Execution by defining Programs, target account prioritization, and Partner alignment.

### CAREER EXPERIENCE

- Industry Value Engineer, Financial Services & cross-industry | SAP Thailand
- Enterprise Architecture | Oracle ASEAN
- Head of Core Bank Web Development | Bangkok Bank PCL
- Professional Service | Sun Microsystems

### EDUCATION

- King Mongkut's University  
Master Degree, Master of Science Information Technology (First Class Honor)

### CERTIFICATION

- Java Certified Developer and TOGAF Silver

### HONORS & AWARDS

- Oracle ASEAN Presales Champion Award 2012

## Andy David

Healthcare, Higher Education and Research, Life Sciences and Postal Industries, SEA



### SAP EXPERTISE

Growing the SAP Brand in incubation markets, by acting as a customer advocate working. Solving business issues and achieving greater operational and financial excellence, optimising resources and processes and improving outcomes, while effectively managing risks, thus achieving policy and business outcomes and supporting customers to realise the value from their investment in SAP. Leading and driving the execution of the industry strategy. Business Development. Partner Enablement and Thought Leadership. Promote product innovations and customer co-innovations. Feed the view from SEA into the Product Development.

### CAREER EXPERIENCE

- SAP IVE for Healthcare, Higher Education and Research, Life Sciences and Postal Industries
- Oracle Health Sciences Industry Lead in APJ
- Solution Sales to Public Sector, Healthcare and Manufacturing Industry
- Operations Director in various Manufacturing Companies

andy.david@sap.com

### EDUCATION

- Brighton University  
Business Studies Honours Degree

## Thiam Hwa Lim

Healthcare, Higher Education and Research, Life Sciences and Postal Industries, SEA



### SAP EXPERTISE

Business development for SAP Healthcare Solutions for South East Asia. Software Architect and consultant specializing in solutions in Healthcare industry and healthcare integration. 2 years in Singapore military service as medic. 17 years in the software and IT industry, with 13 years in the healthcare industry.

### CAREER EXPERIENCE

- Healthcare Director | SAP SEA
- Healthcare Consulting Technical Director Oracle Corporation
- Software Engineer | Teamworks System
- Software Engineer | Moani Inc

thiam.hwa.lim@sap.com

### EDUCATION

- National University of Singapore  
Electrical Engineering

### HONORS & AWARDS

- Oracle HSGBU FY14Q2 Team Award, Dec - 2013
- Oracle HSGBU FY12Q2 Top Contributor Award, Dec - 2011
- Oracle FY12Q1 One.Red.Team Award, Dec - 2011
- Oracle FY11Q3 One.Red.Team Award, April - 2011
- Oracle HSGBU FY11Q1 Top Contributor Award, July - 2010

### INTERESTS

Cycling, hiking and improving people's health using IT

## Stephen Chan

Oil & Gas, Chemicals, SEA



### SAP EXPERTISE

Industry Value Advisor, Digital Evangelist and Design Thinking facilitator helping Oil & Gas and Chemicals corporations to transform. Expertise in Oil & Gas and Chemicals Industries as well as knowledge in SAP Industry Solutions for Oil & Gas, SAP Supply Chain Management Solutions, SAP Sustainability Solutions and SAP Enterprise Asset Management Solutions.

### CAREER EXPERIENCE

- Senior Director of Industry Value Engineering for Oil & Gas and Chemicals Industries | SAP
- Director of Industry Value Engineering for Oil & Gas and Chemicals Industries | SAP
- Chief Solution Expert of Industry Business Unit for Oil & Gas | SAP

stephen.chan@sap.com

### EDUCATION

- University of Strathclyde, United Kingdom  
Master of Science, Information Technology Systems
- University College, University of London, United Kingdom  
B Eng. Chemical Engineering (First Class Honours)

### CERTIFICATION

- Awarded the Chartered Engineer (CEng) status by the Engineering Council of United Kingdom.
- Awarded European Engineer (EUR ING) status by The European Federation of National Engineering Association (FEANI)
- Elected Membership (MIET) status by Institution of Engineering and Technology of United Kingdom
- Certified in Production and Inventory Management (CPIM) by The American Production and Inventory Control Society (APICS)

### HONORS & AWARDS

- SAP Winners' Circle 2010
- Nomination for SAP Top Talent Program
- SAP High Potential Program

## Robert Williams

Energy and Natural Resources, SEA



### SAP EXPERTISE

Background in Utilities and Enterprise Asset management (EAM) across multiple asset intensive industries. Deliver IVE services and work with customers to advise and assist them on their digital transformation journey. Works with utility organizations to understand their business issues, potential for transformation and provide opportunities for the customers to improve their operations through the adoption of supporting digital technologies. 18 years' experience in EAM solutions. Engages in industry sectors such as Commercial Aviation Operations, Defence, Mining, Municipal and Local government authorities in the area of asset management operations.

### CAREER EXPERIENCE

- Industry Value Engineer, Energy and Natural Resources | SAP SEA
- Business Development Executive, Global System Integrators | IBM
- Utilities Solutions Executive | IBM
- General Manager Works & Assets | TechnologyOne

robert.williams01@sap.com

### EDUCATION

- Monash University  
Maintenance Engineering

## Chong Mock Seng

Consumer Industries, SEA



### SAP EXPERTISE

Broad experience in SAP implementation projects for retail, consumer products & high-tech manufacturing industries across the Asia Pacific region. Held principal specialist presales and presales team leading roles for retail and supply chain solutions in SAP.

### CAREER EXPERIENCE

- Industry Value Engineer, Consumer Industries SAP SEA
- Principal Industry Specialist Presales (Retail) SAP APJ
- Senior Solutions Advisor | SAP
- Senior SAP Consultant | Deloitte Consulting  
SAP Consultant | ISS Consulting

### EDUCATION

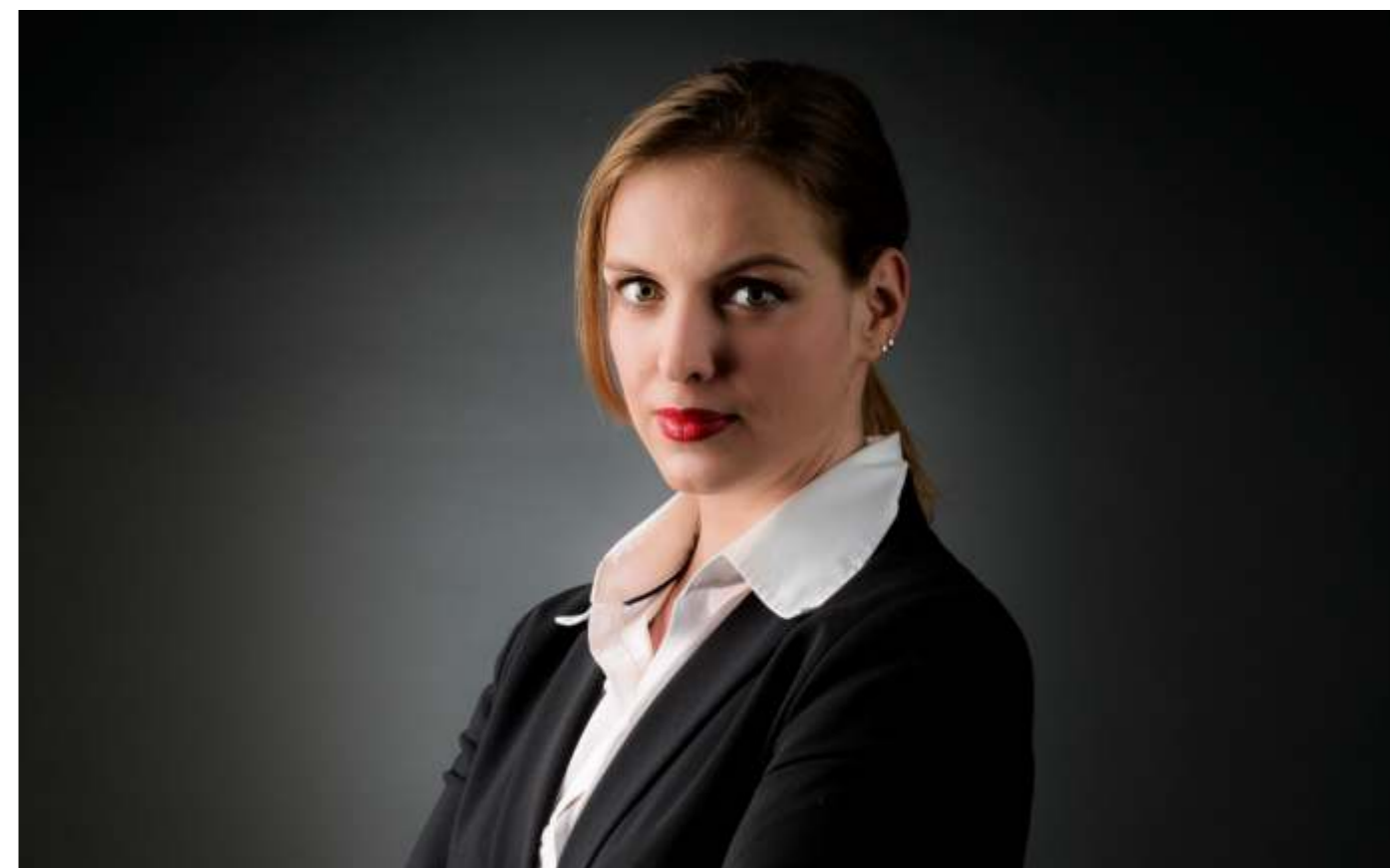
- Singapore Polytechnic Advanced (post-graduate)  
Diploma in Business Information Systems
- Nanyang Technological University (Singapore)  
Bachelor of Engineering in Mechanical & Production Engineering

### HONORS & AWARDS

- Industry & Innovation Presales Specialist of the Year, 2015
- Best Presales in Singapore, 2014 (SAP Applaud Award)
- SAP Winners' Circle
- Outstanding Achievement Award, 2004

## Josephin Galla

Public Sector, SEA



### SAP EXPERTISE

Director of business development for public services in SEA who is passionate about helping governments run simple and progressive by leveraging digital capabilities to improve public service delivery. A seasoned consultant with indepth understanding of Technology Strategy, IT Transformation, Business Process Reengineering, ERP Implementation and Project Management. Elevate SAP's leadership position in Indonesia public services through business development, go-to-market and demand generation strategies, thought leadership, public speaking and co-innovation project.

### CAREER EXPERIENCE

- Director Business Development for Public Services | SAP SEA
- GAD Mining & Utilitites | SAP China
- Account Executive | SAP Deutschland AG & Co. KG
- VP Sales | ID Media

### EDUCATION

- University of Sunderland  
BA Arts Hons, Business Administration
- International Business School Berlin  
Diploma, International Economics

### CERTIFICATION

- Foreign language correspondent for English & Spanish

## All Mulk

Public Sector, Indonesia



### SAP EXPERTISE

Director of business development for public services in Indonesia who is passionate about helping governments run simple and progressive by leveraging digital capabilities to improve public service delivery. A seasoned consultant with in-depth understanding of Technology Strategy, IT Transformation, Business Process Reengineering, ERP Implementation and Project Management. Elevate SAP's leadership position in Indonesia public services through business development, go-to-market and demand generation strategies, thought leadership, public speaking and co-innovation project.

### CAREER EXPERIENCE

- Business Development Director, Public Services SAP SEA
- Associate Director | PricewaterhouseCoopers
- Associate Director | Ernst & Young
- Senior Consultant | PT Jatis Solutions Ecom
- Senior IT/Business Analyst | PT Thames Pam Jaya

### EDUCATION

- King's College London (University of London) Master of Science in Advanced Software Engineering
- University of Budi Luhur, Indonesia Bachelor Degree in Computer Science
- INSEAD, Leading Digital Transformation

### CERTIFICATION

- Certified Project Management (CompTIA Project+)

### HONORS & AWARDS

- Chevening Scholarship Award from British Council for MSc degree

## Verb Bonilla

Public Sector, Philippines



### SAP EXPERTISE

Business development, strategy and public affairs practitioner who transitioned from over 15 years in public service, four years in a senior post, bringing over expertise in public policy, government procurement, research and communication.

### CAREER EXPERIENCE

- Industry Value Engineer | SAP SEA
- Faculty-Public Policy, Governance | Bureaucracy Ateneo School of Government
- e-Gov Team | Globe Telecom
- Business Development Manager and Senior Analyst | Center for Strategy, Enterprise and Intelligence
- Consultant | Development Academy of the Philippines
- Assistant Secretary | Department of Budget and Management
- Director IV | Office of the President
- Head, Speech and Correspondence | Office of the Vice President

### EDUCATION

- Asian Institute of Management Management Development Program
- National University of Singapore Master in Public Management
- Ateneo de Manila University BA, Management Economics

### HONORS & AWARDS

- Superior Performance Award – AIM-MDP Lee Kuan Yellow Fellow

### PUBLICATIONS

- Will the P72 Billion Stimulus Work? Parts 1 & 2 published on November 2011 for Manila Times
- Climbing the Competitiveness Ladder for Manila Times
- Not So Great Expectations for Manila Times
- The Long Road to PPP for Manila Times
- Two Years of Aquinomics for Manila Times

## Hazmin Abdul Rahim

Public Sector, Malaysia



### SAP EXPERTISE

Director of business development for public services in Malaysia who is passionate about helping governments run simple and progressive by leveraging digital capabilities to improve public service delivery. Broad experience with more than 10 years involvement in key national initiatives with in-depth understanding of Technology Strategy, IT Transformation, Business Process Reengineering, ERP Implementation and Project Management. Passionate in business development, go-to-market and demand generation strategies, thought leadership, public speaking and co-innovation project.

### CAREER EXPERIENCE

- Business Development Director, Public Services  
SAP SEA
- Public Sector Lead | SAP
- Business Development Director | SAP
- Account Executive of Enterprise Services  
Microsoft
- Account Manager | Fujitsu
- Account Manager | HeiTech Padu

hazmin.abdul.rahim@sap.com

### EDUCATION

- Management Science University  
Master of Business Administration,  
International Marketing, Entrepreneurship
- BFM-Edge Business School  
BFM General Management Programme
- UKM  
BSc, System Engineering
- PTPL  
Diploma, Information Technology

## Chee Liroy U

Public Sector, Singapore



### SAP EXPERTISE

Lead two mega business transformation projects in the Singapore public sectors using several SAP applications as the enablers.

### CAREER EXPERIENCE

- Industry Value Engineer, Public Sector | SAP  
SEA
- Director, Operations Planning Division  
SkillsFuture Singapore
- Head Plans, HR Transformation Office | Ministry  
of Defence Singapore

chee.liroy.u@sap.com

### EDUCATION

- Cardiff University  
Master of Science in Skills and Workforce  
Development
- National University of Singapore,  
Bachelor in Chemical Engineering

### CERTIFICATION

- Certificate in Public Relations

## Bernard Oh

Public Sector, Singapore



### SAP EXPERTISE

Responsible for raising SAP's public sector thought leadership profile by engaging ASEAN governments, international finance institutes and major consultancies through technology and policy partnership initiatives. Broad mix of policy and industry knowledge in international funding institutes and programmes, emerging markets entry strategy, Internet policies and smart city technology across South East Asia.

### CAREER EXPERIENCE

- Director, Government Affairs | SAP SEA
- Government Engagement Manager | Agency for Science, Technology and Research, Singapore
- Government Relations Specialist | eBay-PayPal SEA
- Academic & External Relations Programme Manager | Microsoft

### EDUCATION

- Lee Kuan Yew School of Public Policy, Master in Public Policy
- Monash University, Bachelor of Computing (Honours)

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## Eric Yarger

Public Sector, Singapore



### SAP EXPERTISE

Expert in defence, security, and intelligence organisations and specifically with their operations and intelligence fusion. This translates into understanding operational needs of the defence/national security agencies within your region and how SAP can provide a solution to that need.

### CAREER EXPERIENCE

- Director, Public Sector | SAP SEA
- Training Consultant for Diploma of Leadership and Management | Wisdom Learning, Canberra Australia
- Senior Instructor of Negotiations | Getting More, Philadelphia, Pennsylvania
- Special Activities Manager | 2D Marine Raider Special Operations Battalion, U.S Marine
- Operations Chief & Intelligence Representative Marine Raider Team, U.S Marine

eric.yarger@sap.com

### EDUCATION

- American Military University Bachelor's of Arts in Intelligence Studies, Concentration on Intelligence Operations

### HONORS & AWARDS

- MARSOC ITC Gung-Ho Award
- IULC Sgt Major Malnar Leadership Award
- IULC Honour Graduate
- Three medals for valour in combat including the Bronze Star with V

### MEMBERSHIP

- Ambassador to the Asia Pacific for the Global Special Operations Forces (SOF) Foundation
- Member of the Rugby Business Network
- Member of the Royal United Services Institute (Canberra)

**Japan**



## Nikhil Chaturvedi

Industries and Digital Leadership, Japan



### SAP EXPERTISE

Leading large IT teams towards business growth and digital transformation through IT and OT applications... encompassing business aligned IT strategy, IT projects and support & maintenance.

### CAREER EXPERIENCE

- V.P. and Head - Industries & Value Engineering SAP Japan
- Vice-President & Group CIO | JSW
- Senior Director - Energy & Resources | SAP APJ
- Practice Head (Chemical Process & Metals Industries) | HCL Technologies
- Manager (Petroleum, Energy & Utilities Industries) | Cap Gemini Ernst & Young
- Production Engineer (Gujarat Refinery) | Indian Oil Corporation Limited

### EDUCATION

- Jamnalal Bajaj Institute of Management Studies MBA (Finance)
- Indian Institute of Technology (Indian School of Mines), Dhanbad B.Tech. (Petroleum Engineering)

### CERTIFICATION

- Certified in Production and Inventory Management (CPIM), American Production and Inventory Control Society (APICS), USA

### HONORS & AWARDS

- SAP IVE Excellence award 2014
- Partner Excellence award from Cisco, USA
- Top Talent in 2010, 2011, 2012

### PUBLICATIONS

- Author of a chapter on "Web-based collaboration in Natural Resources industry" for a book published by IGI Publishers, USA
- Author of several white papers in technical journals like "Stone-age", "Asian Mining Congress", "Cement industry seminar journal" etc.

nikhil.chaturvedi@sap.com

## Yasuo Matsuo

Services Industries, Japan



### SAP EXPERTISE

A successful ICT professional with consulting experience in Utilities, Automotive, Public Sector and Healthcare industries. An established and well-credentialed industry thought leader bringing insight, expertise and experience as a trusted advisor to senior management on both IT and business side.

### CAREER EXPERIENCE

- Industry Value Engineer, Services Industries SAP Japan
- Director, IoT & Digital Transformation | SAP Japan
- Director, Connected Vehicle Business Development | SAP Japan
- Sustainability Solution Principal | SAP Japan
- Utility Industry Principal | SAP Japan
- Senior Manager, Change Management Group Accenture

### EDUCATION

- Kumamoto University Law, Philosophy of Law

### HONORS & AWARDS

- SAP Winners' Circle 2009
- SAP HANA Innovation Award 2017

### PUBLICATIONS

- SAP Enterprise Asset Management cases of Nuclear Power Plant, Energy Forum, 2008
- What is Smart Grid?, Onsite Energy News, 2009
- Industrie 4.0 (Corrective Writing), Technology Roadmap 2016-2025 for Automotive & Energy Industry, Nikkei BP, 2015
- SAP's Connected Vehicle Strategy and Cases, Technical Information Institute, 2015

yasuo.matsuo@sap.com

## Akiko Kumagai

Consumer Industries, Japan



### SAP EXPERTISE

Leading SAP Japan Consumer Industry. Over 18+ years of experience in SAP software and industries, Consumer Products, Retail and Wholesale, Chemical, Metal and Mill Products Industries. Operational excellence and digital transformation expert. Design Thinking.

### CAREER EXPERIENCE

- Industry Principal for Consumer Products and Retail (Fashion and Cosmetics) | SAP Japan
- Senior Solution Architect, Consultant | SAP Japan
- Industry Principal for mill products | SAP Japan
- Solution Engage Manager (CSM) | SAP Japan

### EDUCATION

- Doshisha University Graduate School  
Master's degree, Policy and Management  
Human Resources Management
- Doshisha University  
Bachelor's degree

### HONORS & AWARDS

- SAP Winners' Circle, 2012
- SAP President Award, 2008 & 2011
- SAP Solution Award 2004

## Atsuhiko Maesono

Financial Services Industries, Japan



### SAP EXPERTISE

Started at NCR, as a Solution Engineer (SE) of the banking system at Sumitomo Bank. Led several projects for implementation of "integrated banking management system" package on the NCR/Teradata platform. Led several ERP projects for the Japanese Banking market at Oracle. Have a blend of industry expertise, sales and presales work experience. Currently, engaging with digital transformation by utilizing SAP FSI solution capabilities.

### CAREER EXPERIENCE

- Senior Director, Industry Value Engineer, Financial Services | SAP Japan
- Engineering | SAP Japan
- Sales Director | Oracle
- Sales Manager | Adobe
- Solution Manager | Oracle
- Project Leader | NCR

## Hiromi Yokoyama

Public Sector, Japan



### SAP EXPERTISE

Industry Expert for Public Sector. Functional experience includes budgeting assistance, define requirement, procure services, manage and quality control to vendor delivery.

### CAREER EXPERIENCE

- Industry Value Engineer, Public Sector | SAP Japan
- Senior Manager, IT consultant for Public Sector Deloitte Tohmatsu consulting LLC
- Manager, IT consultant for Public Sector | IBM Japan
- Senior Consultant, IT consultant for Public Sector | Mizuho Information & Research Institute, Inc.

### EDUCATION

- Tokyo University  
Master of Mechanical Engineering
- Tokyo University  
Bachelor of Mechanical Engineering

### CERTIFICATION

- Project Manager, certificated by IPA& Ministry of Economy, Trade and Industry
- Information Technology Strategist, certificated by IPA& Ministry of Economy, Trade and Industry
- Registered Information Security Specialist, certificated by IPA& Ministry of Economy, Trade and Industry

### MEMBERSHIP

- Committee member of Information-Technology Promotion Agency, Japan(IPA)

## Kenichiro Yagiura

Discrete Manufacturing Industries, Japan



### SAP EXPERTISE

Engagement with customers to adapt digital transformation by utilizing SAP capabilities. Internet of Things and Industry 4.0 lead to change the product, business process, business model and work style.

### CAREER EXPERIENCE

- Industry Value Engineer, Discrete Industries SAP Japan
- Innovation Architect / Industry Cloud | SAP Japan
- Industry Principal / High Tech Industry | SAP Japan
- Senior Solution Architect | SAP Japan
- Solution Architect | SAP Japan
- Business Planning Dept. Communication | Kenwood

### EDUCATION

- WASEDA University  
Management System Engineering
- INSEAD  
Leading Digital Transformation Program

### CERTIFICATION

- SAP R/3 ver.4.6C PP Certified Consultant

### HONORS & AWARDS

- SAP Winners' Circle, 2012
- SAP Japan President Award 2010 & 2013

### PUBLICATIONS

- AR · VR · MR Business, Nikkei BP Published on April 2017

## Madoka Tatsumi

Energy and Natural Resources, Japan



### SAP EXPERTISE

Currently working as the Head of Utilities Digital Transformation Office Senior Director in SAP.

### CAREER EXPERIENCE

- Industry Value Engineer, Energy and Natural Resources | SAP Japan
- Head of Electricity and Gas System Reform Office | Oracle
- Director | Oracle
- Senior Manager | PricewaterhouseCooper
- Senior Manager | Oracle

### EDUCATION

- Jiyu Gakuen Liberal Arts

madoka.tatsumi@sap.com

## Masahiro Furusawa

Discrete Manufacturing Industries, Japan



### SAP EXPERTISE

Over 25 years of experience in the area of application/application base software – Sales, Pre-Sales, Consulting, Development and Team Management. Functional experience includes experience in Enterprise Software in Automotive Industry - OEM & Supplier, Design Thinking, Business Transformation, Customer Engagement, Value Management, Business Development and Strategic Sales.

### CAREER EXPERIENCE

- Value Engineer, Automotive | SAP Japan
- Global Account Director | SAP Japan
- Value Architect, GFO - CVA - Value Architects SAP
- Director, Platform Solutions | SAP
- Director, BPP Solutions, Business Process Platform | SAP

masahiro.furusawa@sap.com

### EDUCATION

- Keio University  
Master of Science in Engineering  
Information and Computer Science
- Keio University  
Bachelor of Science in Engineering  
Administration Engineering, Science & Technology

### CERTIFICATION

- Systems Engineer Examination, IPA Japan
- Database Specialist Examination, IPA Japan
- SAP R/3 ver.3.0 MM Certified Consultant
- Digital Elite Program 2017
- TTT: Design Thinking Facilitator, APS2.0

### HONORS & AWARDS

- SAP Japan 100% Club 2002

### PUBLICATIONS

Co-author of SAP 会社を、社会を、世界を変える  
シンプル・イノベーター

## Masakazu Hisamatsu

Telecommunications, Japan



### SAP EXPERTISE

Develop solution service and business as a business development manager. Build solution services and business with advanced software technologies and the enterprise data center solutions. Execute end to end projects from business planning, technology evangelization and sales promotion to service delivery for the customers.

### CAREER EXPERIENCE

- Industry Value Engineer, Telecommunications SAP Japan
- Business Development Manager | Cisco Data Virtualization and Big Data solution
- promotion, Solution Executive | Cisco Data Center solution and service enablement,
- CTO/COO | venture companies
- Senior manager | NTT Broadband Initiative
- Director IP service | NTT America
- Manager | NTT Laboratories

masakazu.hisamatsu@sap.com

### EDUCATION

- Waseda University, Japan  
Masters in Physics

### CERTIFICATION

- Project Management Professional (PMP)

## Masayo Matsui

Cross Industries, Japan



### SAP EXPERTISE

Started Life Science industry career from the SAP global roll-out at US Medical Device Company in 1997. Extensively involved in a number of finance process re-engineering projects at multi-national companies including a shared service transition for a Japan subsidiary in the Healthcare and Life Sciences industry.

### CAREER EXPERIENCE

- Innovation Director for Precision Medicine | SAP Japan
- Global Account Director | SAP Japan
- Senior Manager | Accenture

m.matsui@sap.com

### EDUCATION

- Bachelors of Arts (BA), Modern American Literature

### CERTIFICATION

- Information System Technologist certified by Ministry of Economy, Trade and Industry

### HONORS & AWARDS

- SAP Winners' Circle 2014
- One Billion Lives 2016 Finalist - myShindo
- SAP Japan President Award 2016

## Mitsuhiro Terada

Discrete Manufacturing Industries, Japan



### SAP EXPERTISE

Planning, Executing and Auditing the high risk SAP projects/programs in challenging new IT technologies. Global business process harmonisation with supporting Corporate IT to have clear vision and strategies. Helping CIOs and CFOs build concrete vision and execution plans.

### CAREER EXPERIENCE

- Global Account Director | SAP Japan
- Value Engineering, Principal | SAP Japan
- Specialist for System Landscape Optimization SAP Japan
- Developer of Global Accelerated | SAP AG
- Project Director, PMO | SAP Japan
- Director, Head of Application Development D&B Technology Asia

mitsuhiro.terada@sap.com

### EDUCATION

- Chuo University  
BA, LAW (Public Prosecution)

## Naoki Takekawa

Energy and Natural Resources, Japan



### SAP EXPERTISE

Enterprise Software Industry professional with over 15 years of experience across multiple vertical sectors. Deep expertise in value-based selling, business development, reinforced by 10+ years consultancy background. Seeking the areas of innovation throughout business processes as well as consumer experiences as a Design Thinking practitioner.

### CAREER EXPERIENCE

- Value Senior Advisor - Industry Value Engineering (Chemicals, Oil & Gas) | SAP Japan
- Value Architect - Value Engineering | SAP Japan
- Senior Business Consultant - Business Transformation Services | SAP Japan
- Manager/Senior Manager - Strategy & Process Transformation Group | BearingPoint (currently PricewaterhouseCoopers)
- Consultant/Senior Consultant - ERP Practices Group | BearingPoint (Formerly KPMG Consulting)

naoki.takekawa@sap.com

### EDUCATION

- International Christian University  
Bachelor's Degree in International Relations and Affairs

### CERTIFICATION

- Information Processing Engineer certified by Japanese Ministry of Economy, Trade and Industry

### HONORS & AWARDS

- SAP BTS Top Talent
- BearingPoint Project Manager of the Year Award

## Soichiro Murata

Internet of Things, Japan



### SAP EXPERTISE

Lead SAP Japan's Internet of Things (IoT) and Industrie 4.0 business development as a part of SAP's global IoT/Industrie 4.0 team. Head the Internet of Things / Fourth Industrial Revolution, an organization of SAP Japan to help customers go through the digital transformation.

Meeting and exceeding customers' expectations via connected manufacturing, mass-customization, shorter time to market, smart products and predictive maintenance. Fully committed to run with customers through this unexpected but exciting journey.

### CAREER EXPERIENCE

- Director, Internet of Things Fourth Industrial Revolution | SAP Japan
- Senior Manager/Principal Consultant, Realtime Computing (HANA)/Cloud First Cloud Fast SAP Japan
- Vice president | Consulting Group, Realcom, Inc.
- Account Executive | Houston Liaison; Hewlett-Packard; Compaq Computer; Tandem Computers

soichiro.murata@sap.com

### EDUCATION

- Rice Business - Jones Graduate School of Business  
Executive MBA, Business
- Tokyo Metropolitan University  
BA, Law
- Georgia Southwestern State University  
(Non degree)

### CERTIFICATION

- Information Systems Security Administrator Examination
- Fundamental Information Technology Engineer Examination

### HONORS & AWARDS

- SAP Winners' Circle 2015

## Shuichi Yamazaki

Discrete Manufacturing Industries, Japan



### SAP EXPERTISE

Building proposal based on solution architect by S/4 HANA and Leonardo in E2E value chain with tangible business/IT value for Automotive industry include OEM, Parts Supplier and Sales/Dealers. Developing new customer engagement through not only individual sales activity, but also JSUG, Japan Automotive Manufacturer Association, Media, Blog, Marketing event.

### CAREER EXPERIENCE

- Industry Value Engineer, Automotive | SAP Japan
- Industry Principal, Automotive | SAP Japan
- Presales Manager | SAP Japan
- SCM Presales Team Leader, all industries | SAP Japan
- Process Industry Presales for Chemical, Mill, Pharma, Consumer products industry | SAP Japan
- Senior Consultant role for SCM/APO Project SAP Japan
- Presales, all industries | SAP Japan

shuichi.yamazaki@sap.com

### EDUCATION

- Hitotsubashi University  
Accounting for Controlling Forum
- IT College  
Information Technology

### HONORS & AWARDS

- SAP Japan President Award 1999 & 2000

## Takahiro Tsuchiya

Consumer Industries, Japan



### SAP EXPERTISE

Building and managing our business by leveraging the knowledge and network in "Retail and Wholesale" industries. Leading the customer engagement with customers and building own team / ecosystem as well.

### CAREER EXPERIENCE

- Director, Industry Value Engineering (Focus industry team) | SAP Japan
- Industry Value Engineering, Retail and Wholesale Industry Principal | SAP Japan
- Value Engineering | SAP Japan
- Solution Engagement Manager | SAP Japan

### EDUCATION

- Nihon University  
Mathematics

### HONORS & AWARDS

- SAP Japan President Award 2015
- SAP Winners' Circle 2016

## Yasuhiro Horibe

Services Industries, Japan



### SAP EXPERTISE

Currently, working at the field of EC&O, Professional Service industry.

### CAREER EXPERIENCE

- Individual Contractor | Passenger Travel Industry and others
- Pricing and Revenue Management | JDA Software Japan
- Management of Business Solution Division | Mitsubishi Research Institute
- Research on Safety | Mitsubishi Research Institute

### EDUCATION

- Tsukuba University  
Master of Science (Meteorology)

### PUBLICATIONS

- Design of Cognitive Artifact : Section2 "Ecology of Interface", 2001

### MEMBERSHIP

- Human-Centred Design Organization (Non-Profit Organization)

# Yasuyuki Morita

Discrete Manufacturing Industries, Japan



## SAP EXPERTISE

Automotive Senior Advisor, Business processes of Logistics, Controlling/Cost Planning, Toyota Production System.

## CAREER EXPERIENCE

- Industry Value Engineer, Discrete Industries | SAP Japan
- Senior Manager of Logistics | Toyota Boshoku
- Head of SC planning & Project Manager of SAP roll-out project | Boshoku Automotive Europe
- Senior Business Consultant for Toyota SCM area | IBM Japan
- ERP Consultant | IBM Japan
- Logistics Application SE | IBM Japan
- Controlling & Industrial Engineering | AISIN Seiki

## EDUCATION

- Tohoku university  
Bachelors or Law, Labor Law (LLB)

## CERTIFICATION

- Small & Medium Enterprise Consultant from Ministry of Economy, Trade and Industry