

EXECUTIVE VALUE

**Ecosystem & GTM Leader**  
Builds and aligns partner ecosystems, sales, product, delivery and marketing around joint GTM, co-sell, pipeline and growth.

**Commercial & P&L Leader**  
Brings P&L, margin, forecasting, deal economics and performance discipline to strategic accounts and growth environments.

**Executive Advisor**  
Advises boards, CIOs and senior executives on SAP, cloud, Data & AI, investment and transformation strategy.

**Transformation Leader**  
Leads complex, multi-country transformations from strategy and commercials through governance, execution and value.

CORE EXECUTIVE CAPABILITIES

Growth & Commercial Leadership

- P&L Ownership
- Strategic Accounts
- Commercial Governance
- Pipeline & GTM
- Deal Economics
- Forecasting

Ecosystem & Partnerships

- Partner Strategy
- Joint GTM
- Co-Sell
- Executive Partner Relationships
- Hyperscaler Negotiations
- SAP Partner Ecosystem

Cloud, Data & AI

- SAP Cloud ERP
- RISE
- GROW
- SAP BTP
- Business AI
- Data Platforms
- Hyperscaler Cloud
- Clean Core

Transformation Leadership

- Enterprise Transformation
- Cloud Strategy
- Programme Governance
- Operating Models
- C-Suite Advisory

Leadership

- International Leadership
- Matrix Organisations
- Cross-Functional Teams
- Organisational Development
- Stakeholder Alignment

EXECUTIVE PROFILE

Global SAP and enterprise-technology executive with **25+ years** spanning enterprise transformation, P&L ownership, strategic accounts, ecosystem GTM and cloud growth — including **nearly 17 years at SAP** in senior and Vice President roles across Europe, Asia, Africa and the Americas.

Combines deep SAP ecosystem experience with executive-level hyperscaler negotiations involving Microsoft, AWS and Google Cloud, complex multi-party commercial leadership, and the ability to mobilise sales, delivery, product and partner organisations around measurable outcomes. A builder of businesses, teams and ecosystems who translates cloud, Data & AI strategy into investment decisions, executable operating models and sustainable commercial outcomes.

SELECTED LEADERSHIP IMPACT

- Executive leadership across Europe, APJ, Africa and the Americas, spanning strategic accounts, P&L, enterprise transformation and ecosystem GTM.
- Nearly 17 years at SAP, including Vice President roles in the USA (SAP Labs, Palo Alto), Europe and APJ.
- P&L and commercial accountability for major strategic accounts and portfolios, including approximately CHF 50M commercial responsibility.
- Structured and negotiated complex cloud engagements involving SAP, Microsoft, AWS and Google Cloud as part of strategic RISE and platform decisions.
- Established SAP Service Partner status for EKC and secured SAP PartnerEdge Sell status for akquinet, enabling new partner-led GTM and co-sell motions.
- Led cross-functional international organisations and programmes of up to 1,000 people within complex, matrixed global structures.

PROFESSIONAL EXPERIENCE

Practice Lead — SAP Cloud ERP · Strategy & Transformation  
akquinet GmbH / Enghofer Koch Consulting (EKC), Germany

2025 – PRESENT

Building akquinet's SAP Cloud ERP business and ecosystem capability, connecting cloud transformation strategy with commercial readiness, partner development and market execution.

- Built and strengthened SAP Cloud ERP partner capability, establishing SAP Service Partner status for EKC, securing SAP PartnerEdge Sell status for akquinet, and driving cross-entity Partner Group Alignment.
- Established the commercial and organisational foundation for software-led GTM, co-sell and SAP ecosystem growth.
- Developed partner-led propositions across Public Cloud ERP, Clean Core, BTP and Data & AI, connecting SAP field, partner management, sales and delivery around pipeline and market-development initiatives.

Vice President — Global Account Director & Customer Success Executive  
SAP, United Kingdom

2022 – 2024

Executive responsibility for strategic financial-services customers including Barclays, Santander and HSBC, combining account strategy, cloud transformation, commercial governance and executive stakeholder management.

- Owned executive relationships, strategic account direction and commercial governance across complex global banking customers.
- Led strategic RISE and cloud transformation engagements, including commercial and platform negotiations with Microsoft, AWS and Google Cloud as part of multi-party cloud decisions.
- Aligned SAP, cloud, services, hyperscaler and customer stakeholders around transformation architecture and commercials, supporting digital and embedded-banking business models.

PROOF POINTS

25+ years in SAP & enterprise IT

~17 years at SAP · senior & VP roles

5 continents of delivery

1,000 team led · budgets to US\$1B

29K LinkedIn 1st-degree connections

10K+ newsletter subscribers

RECOGNITION

- SAP Winners' Circle 2021 — among SAP's highest achievers globally
- SAP LACE Excellence Honoree (2021)
- Featured executive profile — INSPIRED Magazine (2025): "Catalyzing SAP Transformation Across the Globe — From R/2 to AI-Ready ERP"
- SAP High Potential — SAP Executive Board selection, twice (2012, 2013); SAP Global Top Talent — top 10% globally, multiple times
- Earlier awards: SAP Services EMEA "Best of the Best" (2010) · North America Q3 MVP (2012) · Peak Performance ×2 · Quality Award Silver (2010)
- SAP Labs U.S. petition (I-140) — classified as a multinational executive; published support letter

SIGNATURE ACCOUNTS

**Banking & Financial Services**  
Barclays · Santander · HSBC · Standard Chartered

**Consumer & Industrial**  
Nestlé · Nike · Microsoft · T-Mobile

**Public Sector & Transport**  
Swiss Post · SBB

**Energy & Telecommunications**  
PETRONAS · Telkom South Africa

**Hyperscaler Engagement**  
Microsoft · AWS · Google Cloud

LANGUAGES

German — Native

English — Fluent / Executive working proficiency

EDUCATION

Bachelor of Arts in Management — Marketing, Accounting & HR. Mannheim, Germany.

DIGITAL PRESENCE

**LinkedIn:** /in/andreasborn · **sapperment:** sapperment.com · Creator of the sapperment platform.

PROFESSIONAL EXPERIENCE (CONTINUED)

**Vice President — Customer Success / Strategic Accounts**  
**SAP, Singapore / APJ**  
*Executive leadership for PETRONAS and Standard Chartered, with responsibility for cloud transformation, strategic account development and executive governance.*

- Led RISE with SAP strategy and multi-party cloud transformation across complex multinational environments.
- Structured hyperscaler engagements with Microsoft, AWS and Google Cloud as part of strategic RISE platform and commercial decisions.
- Built multi-party operating models connecting SAP, customer executives, hyperscalers and delivery organisations.
- Contributed to SAP's APJ Journey to Cloud approach, connecting strategic cloud transformation with repeatable customer and field motions.

2021 – 2022

**Vice President — Customer Success / Premium Engagements**  
**SAP, Switzerland**  
*Executive responsibility for strategic customers including Nestlé, Swiss Post and SBB, with significant commercial, transformation and organisational accountability.*

- Managed a strategic customer portfolio with approximately CHF 50M commercial responsibility, including margin and forecast governance.
- Led enterprise-scale SAP and cloud transformations across global and regulated organisations, directing cross-functional services, support, engineering and product teams.
- Delivered a global HR transformation covering approximately 70,000 employees across 35 countries, building high-performing leadership and delivery organisations.

2017 – 2020

**Vice President — Production Programs, Cloud & Mobile**  
**SAP Labs, Palo Alto, USA**  
*Vice President based at SAP Labs, Palo Alto, leading global production programmes for SAP's cloud and mobile portfolio.*

- Led Production Programs for Cloud & Mobile — including Ariba, SuccessFactors and Fieldglass — leading Partner Platform Validation and issuing release recommendations.
- Led global quality programmes involving teams of up to 1,000 and influenced SAP board investment decisions ranging from US\$10M to US\$1B.
- Led SAP Premium Engagements for major global customers including Nike, Microsoft and T-Mobile.

2013 – 2017

**Senior SAP Leadership — Business Development, SLO & Escalation Management**  
**SAP — Africa & USA**  
*Progressive senior leadership across business development, System Landscape Optimization and global escalation management.*

- Established strategic direction for SAP's System Landscape Optimization business across Africa, leading transformation programmes spanning mergers, acquisitions, divestitures, consolidations, upgrades and finance transformation.
- Programme-managed a major SAP New General Ledger implementation (120+ SAP personnel plus external consultants), and managed board-level escalations in the US reporting directly to the SAP Executive Board.

2007 – 2013

**Enterprise Architecture / Global SAP Transformation**  
**Siemens**  
*Enterprise architecture and transformation supporting Siemens' global transition from SAP R/2 to R/3.*

- Contributed to Siemens' global Spiridon transformation programme, supporting 40+ international SAP implementations and establishing the enterprise-architecture foundation for later SAP leadership roles.
- Drove the consolidation of 250+ productive R/3 systems, delivering efficiency gains, harmonised processes and reduced total cost of ownership across business units and regions.

EARLIER CAREER