

KATARINA LANTUH

Sales Executive | Enterprise Technology | Monetisation & Quote-to-Cash | Transformation & Adoption

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PROFILE

Sales Executive at CLARITY with more than 14 years of experience in enterprise technology, including over a decade at SAP. Career spans sales, customer and partner management, enablement, business transformation, and international project and service delivery across EMEA and global environments. Current focus includes monetisation and Quote-to-Cash, SAP solutions, and the intersection of business models, technology and people. Particularly interested in transformation adoption, behavioural change, and the impact of AI on work and decision-making.

CORE EXPERTISE

Enterprise Technology Sales | Monetisation & Quote-to-Cash | SAP CPQ | SAP BRIM | SAP S/4HANA Cloud Public | SAP S/4HANA Cloud Private | Pricing & Revenue Models | Subscription & Consumption Models | Business Model Transformation | Adoption & Change

PROFESSIONAL EXPERIENCE

CLARITY

2026 – Present

SALES EXECUTIVE

Works with organisations across EMEA and North America on SAP solutions and business transformation, connecting commercial priorities with technology and delivery capabilities.

- Focuses on monetisation and Quote-to-Cash opportunities, including SAP CPQ, SAP BRIM and SAP Cloud ERP.
- Develops customer and SAP ecosystem relationships, supports demand generation, and shapes opportunities across software and implementation services.
- Brings a cross-functional perspective to transformation discussions, with particular attention to adoption and the people affected by new commercial models.

Blue Yonder | Warsaw

2025 – 2026

EDUCATION SERVICE PROJECT MANAGER

Led international projects and service delivery across EMEA, coordinating customers, partners and internal teams across different markets and business environments.

- Improved education service delivery by 21% by aligning initiatives with global customer expectations and organizational goals.
- Contributed to a 32% increase in adoption of new service models and achieved 93% stakeholder satisfaction in post-implementation surveys.
- Managed stakeholder engagement, communication and resistance-mitigation activities across multiple EMEA markets.

SAP

2014 – 2025

SERVICE SOLUTION ADVISOR SENIOR SPECIALIST | 2023 – 2025

Advised customers on SAP software and services, combining commercial development, solution positioning and delivery planning across CEE.

- Increased client performance metrics by 25% through tailored educational and enablement initiatives.

- Developed customer opportunities and strategic initiatives while coordinating multidisciplinary teams and stakeholders.
- Defined business requirements, challenged needs where appropriate, and aligned solution delivery with customer outcomes.

ENABLEMENT ARCHITECT | 2022 – 2023

Designed and led customer enablement initiatives linking SAP solutions, business needs and adoption.

- Scoped initiatives that increased the sales pipeline by 30%.
- Delivered 10% cost savings through project-risk mitigation while maintaining delivery quality.

EDUCATION PARTNER MANAGER | 2019 – 2022

Managed international partner and customer relationships, developing joint business and enablement initiatives.

- Led partner cloud campaigns resulting in 127% growth in sales of SAP educational solutions.
- Strengthened customer and partner relationships, contributing to a 45% increase in retention and satisfaction

PARTNER ACCOUNT MANAGER | 2014 – 2019

Managed strategic relationships with SAP value-added resellers and supported partner business growth in an indirect sales model.

- Developed partner strategies that contributed to 20% revenue growth.
- Supported a 22% increase in licence sales through advisory work, partner development and issue mitigation.

Alex & Gross Communications GmbH

2012 – 2014

BUSINESS DEVELOPMENT MANAGER

Drove business development through direct sales, strategic planning and customer acquisition for business solutions and services.

EDUCATION

Postgraduate Studies, Future Leadership | SGH Warsaw School of Economics

MBA, Management and Team Management — ongoing | ENEB – Escuela de Negocios Europea de Barcelona

Master of Foreign Languages, English | Yanka Kupala State University, Grodno

SELECTED PROFESSIONAL DEVELOPMENT

Discovering SAP Solutions for Quote-to-Cash Management • Discovering the Capabilities of SAP Solutions for QTC Management – Private Cloud (BRIM) • Applying SAP Subscription Billing • SAP BRIM – Implementing Usage to Cash • Public Cloud Exploring the SAP Business AI Portfolio • Discover Organizational Change Management for SAP Cloud Projects • SAP S/4HANA Workshops • SAP RISE and SAP GROW • Advanced Negotiate & Win • Project Management and Strategic Resource Planning