

Tony Martinez

Edinburgh, UK | www.linkedin.com/in/tonymartinez3/

Senior Vice President, Strategic Accounts & Partners

Senior operations and go-to-market executive with 25+ years driving global growth, service delivery, and business transformation inside SAP, now leading Strategic Customers and Partners at mymediset, focused on improving MedTech field operations by leveraging SAP based solutions.

Key Skills

Enterprise Software | SaaS | SAP | Product Management | Project Management |
Go-To-Market | Professional Services
MedTech Field Inventory Management | MedTech Field Operations | S/4HANA & BTP (BAIP)

Professional Experience

mymediset

June 2024 - Present

Senior Vice President, Strategic Accounts & Partners

Responsible for strategic customer and partner development. mymediset is a global leader in SAP-native platform for MedTech supply chain management (including loaned and consigned inventory and field operations).

Chief Revenue Office, SAP Industry Cloud

April 2019 - June 2024

Global VP

Responsible for the growth of Industry Cloud Solutions customer acquisition and bookings at a global level. This strategy generated >50% y/y growth in new customer acquisition.

Global Head Business Operations, SAP Global Services & Support

February 2015 - April 2019

SVP

Lead core business operations for the SAP Global Services & Support Board area (>18K colleagues). Sponsored several customer projects in Life Sciences, Manufacturing and Consumer Products.

SAP Services

April 2013 - February 2015

SVP, CCO & COO

Improved Service Portfolio Project Profitability globally. Worked closely with CIOs, CFOs and COOs from strategic accounts such as Unilever, Shell, Walmart, BASF, Bank Nationale, BHP Billiton, Biersdorf, Conagra Foods, Mitsui, Vodafone, Olympus. Responsible for a team of 300 FTEs and steering the 2.3B Euro SAP Services P&L.

Global Head of Delivery Operations, SAP Services

May 2010 - April 2013

SVP

Responsible for Delivery Operations (demand planning, project and quality management, resource management, business steering). In 2012, TSIA (Industry Analysts) rated the Quality of SAP Services delivery execution amongst the highest in the embedded Professional Services Industry.

COO Industry Solutions Management (SAP Industries)

April 2008 - May 2010

SVP

Oversaw SAP Industries strategic planning and operations. Member of SAP's COO Council and Member of SAP ELT team.

SAP CRM Business

January 2007 - April 2008

VP, COO

Introduced Scrum development into SAP Development. Release cycle times and quality increased, setting new standards for SAP.

CRM Field Enablement and Business Development

January 2006 - January 2007

VP

Headed the CRM Field Enablement team, supporting all product releases and major events (Sapphire, FKOM). Also responsible for Partner Management.

Global CRM Initiative, SAP, US**March 2002 - January 2006****VP**

Over the four-year period worked with regional sales teams to drive rapid CRM revenue growth. SAP CRM revenues moved from ~150M in 2002 to >600M Euros in 2006.

Solution Management, CRM Sales, SAP, US**June 2001 - March 2002****Director**

Involved in roll-in and working with Development to design CRM 3.0 and CRM 4.0. Close work with Industry Analysts such as Gartner.

Director, Solution Management, CRM - Applix, Inc. US.**August 1997 - June 2001**

Product Management and Application Development of Applix CRM and Analytics applications (using Applix TM1, in memory OLAP product now owned by IBM)

CRM – Applix, Inc. UK.**August 1996 - August 1997****Director, Business Development**

Hired by Applix to establish Applix CRM in the European market. Responsible for establishing Applix offices and distribution partners in EMEA and Middle East.

Work-Group Systems, UK.**August 1992 - August 1996****Head of Consulting**

Established and ran an IT consulting business based on ITIL standards for a UK CRM software provider. Consulted revenues became 40% of total revenues within 4-year period.

Bass PLC. UK.**August 1989 - August 1992****Head Information Center**

Ran the Bass PLC, PC Information Center. Around 2000 PCs on Novel Network linked to AS/400s (Bass PLC has the largest AS/400 installation in the world at that time) and also the largest PC to AS/400 landscape (via PC Connect).

Education**General Management Certificate**

Cambridge Judge Business School

Doctor of Business Administration (DBA)

Focus, Organizational culture, and its impact on an organization's market success.

Anglia Ruskin University

Master of Business Administration (MBA)

Anglia Ruskin University

Bachelor of Science, (BS) Computer Science

Anglia Ruskin University

Languages

Fluent, Spanish | Fluent, Gallego

Awards

TSIA awarded SAP Services, Excellence in Professional Services, for Running simple via the best in class pre-assembly methodology, which has allowed SAP Services to deliver 35% of its services efforts pre-assembled and truly reducing TCO for customers; In addition SAP Services were awarded the Excellence in Education Services award – and most significantly SAP become one of the first companies to be inducted into the “TSIA Hall of Fame” for winning 5+ Star Excellence Awards.