

Executive Biography

SAP Latin America and Caribbean Local Team



LIONEL TUREK
General Manager of SAP Argentina

Lionel Turek is General Manager of SAP Argentina, responsible for leading the company's operations and developing business plans to ensure sustainable growth throughout the country.

With more than 25 years of experience in the technology industry, Lionel has a strong business background and deep knowledge of SAP's products, allowing him to identify opportunities and increase revenues in a highly competitive industry. As a leader, he is very keen to strengthening relationships with customers and accompanying them on their transformation and innovation journey.

He joined the company in 2008 as a sales executive, where he has developed a successful professional career in different local and regional positions. Most recently, he held the role of Vice President of Global Channels & General Business for the South region of SAP Latin America and Caribbean, serving small and midsize companies across Argentina, Bolivia, Chile, Paraguay, Peru, and Uruguay through business partners.

Lionel holds a degree in Business Administration from the University of Buenos Aires (UBA) and completed a Senior Management Program (PAD) at IAE Business School from Argentina.