

# Executive Biography

## SAP Latin America and Caribbean Local Team



**CRISTOBAL VERGARA KEGEVIK**  
General Manager SAP Chile

Cristobal Vergara is General Manager for SAP Chile. He is responsible for leading the subsidiary in the country, strengthening relationships with clients, and supporting Chilean companies and institutions in their innovation, growth, and digital transformation processes.

He has more than 23 years of experience in sales, marketing, and business development in the IT industry, and an extensive record in team building and management, and business strategy development.

Before being appointed General Manager for SAP Chile, he held a series of top executive positions in IT companies. Prior to joining SAP Chile, he worked at Quintec, where he held various positions, including CEO, COO, and Sales and Marketing Director. Previously, he worked at other IT companies, including Computerland and Apple Chile.

He holds a Civil Engineering degree from Pontificia Universidad Catolica de Chile and a specialization in Computer Sciences, as well as a BSc in Engineering and a Financial Investment Management post-graduate degree from Universidad Adolfo Ibáñez in Santiago, Chile.