

## SAP names Cristina Palmaka as Regional President of Latin America and the Caribbean (LAC)

- Claudio Muruzabal to lead SAP in the EMEA South Region, while also becoming SAP's Chairman for Latin America & Caribbean

**MIAMI, United States – July 14, 2020** SAP has appointed Cristina Palmaka as the new President for SAP Latin America and the Caribbean (LAC) replacing Claudio Muruzabal, who will become the President of SAP of EMEA South, comprising Southern Europe, the Middle East and Africa, while also keeping connected to SAP's customers and partners in Latin America, as Chairman for SAP Latin America and Caribbean.

Adaire Fox-Martin, member of the SAP Executive Board, and Head of the Customer Success Organization said "Claudio has helped make wonders happen in the Latin America & Caribbean region – for our customers, for our partners, and for SAP. His leadership is grounded in building diverse teams and strong relationships to deliver valuable outcomes and exceptional experiences for our customers. I'm confident our customers in EMEA South will enjoy tremendous value from Claudio's expertise, while he also preserves executive sponsorship for key customer relationships in Latin America, as the Chairman. Fox-Martin continued "I am also delighted that Cristina, one of our top-performing executives, will head our Latin America business, following a highly successful tenure as President of SAP Brazil. Cristina's impact on our business in Brazil has been far reaching, and I look forward to her inspiring brand of leadership and engagement."

Cristina Palmaka will assume her new role as President of SAP Latin America & Caribbean on August 1<sup>st</sup>. Cristina has lead SAP Brazil since 2013, following various senior executive roles with major tech players in the Brazilian market. During her tenure at SAP Brazil she has built the subsidiary into one of SAP's top performing globally, with a focus on teamwork and development. She is a strong advocate for diversity and inclusion in the workplace, garnering top awards and recognition, and was named one of the top CEOs in Brazil by Forbes Magazine, and has been awarded numerous recognitions as a female IT leader and influencer in technology for business and economic growth. Under Cristina's leadership, SAP Brazil has received an EDGE certification for Gender Equality and has prominently ranked in multiple workplace and diversity rankings. Cristina will continue to oversee SAP Brazil's operations until a replacement is named.

"It is a great honor to step into the SAP LAC President's role, join a team that is 5,000 strong across Latin America and the Caribbean, and support our 48,500 customers in the Region, providing them with an outstanding customer experience, no matter the circumstance" said Cristina Palmaka, newly appointed President of SAP Latin America & Caribbean. "I look forward to expanding on Claudio's impressive legacy of strong relationships, deep expertise and trust, and look forward to a new chapter, where we can continue to count on his valuable support as Chairman for SAP LAC" she concluded.

### About SAP

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