

Executive Biography

SAP Latin America and Caribbean Leadership Team



Adriana Aroulho

President, SAP Brazil

Adriana Aroulho is the president of SAP Brazil since August 2020, after serving as Chief Operation Officer (COO). She has been with the company since 2017, when she came to lead the Digital Business Platform in the country. As vice president, she positioned the organization at a higher level, with relevant and strategic projects in licenses and strong growth in the cloud.

In January 2019, she held the position of COO with the challenge of bringing sustainable growth and ensuring customer satisfaction. Her efforts were instrumental in elevating Brazil to the 2019 Business Unit in Latin America, which in turn was the Region of the Year across all SAP.

Adriana is known for her vision of integration between teams, training and discipline in the processes. Her main focus is on people, with special attention to diversity and inclusion. Prior to SAP, she spent 22 years at HP/HPE, where she held various leadership positions.

Graduated in Social Sciences from the University of São Paulo (USP), she has a post-graduation in Business Administration from Fundação Getúlio Vargas and an MBA in Information Technology Management from FIA (Fundação Instituto de Administração, USP). In 2015, Adriana achieved the Stanford Innovation and Entrepreneurship Certificate, by the Stanford School of Business.