

Executive Biography

SAP Latin America and Caribbean Leadership Team



CRISTINA PALMAKA

President, SAP Latin America and Caribbean

Cristina Palmaka is President of SAP Latin America and Caribbean (LAC) since July 2020. With more than 30 years of experience in the IT industry, she is known for her strategic approach in leading strong teams with a focus on customers' innovation and successful business outcomes. She is also a thought leader, passionate about the impact and potential of technology in society. As President of SAP LAC, Cristina leads a team of over 5,000 employees, focused on enabling customers of all sizes and industries, to obtain value from SAP's range of technology solutions to transform and grow their business.

Previously, Cristina was President of SAP Brazil for nearly 7 years, having built the subsidiary into one of SAP's top performing globally. Prior to joining SAP, she held various senior executive roles with major IT players in the Brazilian market, including Microsoft, HP and Philips. Her leadership skills, business acumen and strong relationships have been instrumental in helping businesses innovate, grow and develop throughout Brazil and beyond.

Cristina has garnered multiple awards and recognition in the marketplace, including being named as one of the top CEOs in Brazil by Forbes Magazine. She is a strong advocate for diversity and inclusion, wellness in the workplace, and STEM.

Cristina is a board member for C&A, a European chain of fast-fashion retail clothing stores; Arcos Dorados, the holding company of McDonald's master franchise in Latin America; and nonprofit Junior Achievement Brazil, which focuses on youth education. She also sits on the Advisory Board of Eurofarma, a Brazilian pharmaceutical company.

She received her MBA from Fundação Getúlio Vargas (Brazil,) holds a master's degree in International Business & Marketing from the University of Texas (U.S.) and has a degree in Accounting from the Fundação Álvares Penteado (Brazil.) She is based in Sao Paulo, where she lives with her husband and daughter. As an advocate of mental health, she keeps focused by running and training for marathons when possible.