

Executive Biography

SAP Latin America and Caribbean Management Team



GUILLERMO “WILLY” BRINKMANN
Head of Global Partner Organization
SAP Latin America and Caribbean

Guillermo Brinkmann is Head of the Global Partner Organization for SAP Latin America and Caribbean (LAC) since April 2021. Willy, who has over three decades of experience in Latin America’s IT industry, is responsible for supporting and developing SAP’s ecosystem, a crucial component to SAP’s growth across the region. He works hand in hand with business partners to help thousands of SAP customers on their digital transformation journey to become intelligent enterprises.

Previously, Guillermo served as President of the North market unit for SAP LAC, successfully overseeing all business operations in Colombia, Ecuador, Venezuela, Central America, and the Caribbean; and as President of the South market unit before that. In both roles, he stood out as an inspiring leader, working close to his teams to advance and consolidate SAP’s presence throughout the region. Earlier on, he was also Country Manager of SAP Argentina.

He joined SAP in 2007, where he has built a strong professional trajectory. Initially, he was Director of Business Operations of SAP Andean & the Caribbean; three years later, he became SME Director for Multi Country Latin America (MCLA), spearheading SAP business efforts in Argentina, Chile, Colombia, Venezuela, Peru, and Puerto Rico, among other countries. In 2011, he was appointed Vice President of Ecosystems & Channels for SAP MCLA, establishing great rapport with partners and customers, and gaining valuable expertise he now brings to his current role.

Before joining SAP, Guillermo had top executive positions at key industry players such as AVAYA, Keylab, and Keydata.

Guillermo holds both a bachelor and a master’s degree in Computer Science from Argentina’s Universidad de Belgrano. Additionally, he earned a master’s degree in Software Engineering at the same higher-education institution. His primary office is in Buenos Aires, Argentina.