Executive Biography
SAP Latin America and Caribbean Management Team

TONATIUH BARRADAS
Senior Vice President and Head of SAP Intelligent Spend Management
SAP Latin America and Caribbean

Tonatiuh Barradas is the regional sales leader of SAP's Intelligent Spend Management (ISM) solutions, that help address customer demands for solutions that simplify procurement processes, enable better control of spend and resources, and improve agility and transparency. He engages procurement, supply chain, finance, and IT leaders across the Latin-American region, to generate value and significant savings for their enterprises, with SAP's best in class cloud-based solutions, which include SAP Ariba and SAP Fieldglass.

Previously, he was the Head of SAP's Innovation Platforms and Intelligent Technologies for SAP Latin America & Caribbean, with overall responsibility for SAP data and analytics assets, and SAP's Cloud Platform solution, to help customers fully realize their digital transformation strategies.

With three decades of experience in sales, business strategy and execution, consulting, marketing, systems integration, and project management at leading IT companies operating throughout Latin America, Tonatiuh is known for establishing strong and long-term strategic relationships with his customers and having developed deep industry expertise in areas such as Financial Services, Retail, Consumer and Healthcare.

Innovating on all fronts, Tonatiuh is passionate about giving back and making a difference in the lives of the disadvantaged, actively participating in corporate social responsibility projects. His initiative to be a change-maker was clearly demonstrated with his sponsorship of UNICEF's campaign to benefit Venezuelan migrant children launched in unison with SAP. Making a personal commitment, he is a certified SAP Coach, with life coaching skills necessary he applies to assist and guide youth. He was recognized as SAP's Diversity and Inclusion leader for the region, in 2019.

Tonatiuh holds a Computer Science and Information Systems Engineering degree from the Universidad de los Andes in Venezuela, an MBA from the Universidad Catolica Andres Bello in Venezuela, and another MBA from Fundaçao Armando Alvares Penteado in Brazil. He also graduated from the University of Colorado's School of Banking and has attended Executive Seminars at the Wharton School of Business and the IESE Business School of the University of Navarra, Spain.

In 2018, 2019, and 2020, he was recognized by the Hispanic IT Executive Council (HITEC) as one of the top 50 Hispanic Technology Leaders in the Americas. He is based in South Florida.