

# Executive Biography

## SAP Latin America and Caribbean Management Team



### **ANNIE NEUBRECH**

**Head of SAP SuccessFactors  
SAP Latin America & the Caribbean**

Annie Neubrech is Head of SAP SuccessFactors for Latin America and the Caribbean since the beginning of 2021 and is responsible for the overall strategy and execution of the talent cloud portfolio that includes SAP SuccessFactors, Litmos & SAP Sales Performance Management formerly known as Callidus.

With more than 30 years of experience in sales and team management, Annie is known for her transparent leadership, inspiring diverse cross-functional teams to use innovative thinking to solve complex problems with immediate impact and sustainable results.

Previously, she served as Sales VP for SAP Qualtrics in North America, leading the area of experience management for the west of the United States. Annie also served as COO of SAP SuccessFactors, as well as Partner Leader for the Mid-market sales segment throughout North America. Prior to joining SAP in 2010, she held various sales and marketing roles in different companies and industries and has been recognized multiple times by North America's top-tier channel magazines.

Annie is a strong mentor to young professionals and an advocate for children's education as a member of the Providence General Children's Association where she oversees a scholarship fund for high school students.

She holds a Bachelor of Art degree from the University of Washington and studied for a Master of Business Administration at Seattle University. She currently resides in Florida.