

# Executive Biography

## SAP Latin America and Caribbean Management Team



### **FRANCISCO REYES**

**Head of Cloud Success Services (CSS)**  
**SAP Latin America and Caribbean**

Francisco Reyes was named the Head of the new SAP Cloud Success Services (CSS) organization for Latin America in February 2022, with the mission to help customers realize the full potential of their cloud investments with new services offerings. This organization has over 1,400 experts in the region, whose goal is to ensure that every SAP customer is enabled in their journey to become an intelligent enterprise.

Francisco comes from successfully leading the sales of the cloud portfolio for SAP in Latin America, contributing to the solid double-digit growth that these solutions reported in 2021 in the region.

Previously, he successfully positioned a large part of the Intelligent Spend Management portfolio, including SAP Ariba procurement solutions and external workforce management solutions, SAP Fieldglass, in all Latin America and the Caribbean countries, achieving double-digit growth in this area during 2020.

As Sales Vice President for the SAP Digital Core in Latin America and the Caribbean, he positioned various critical solutions, including SAP S/4HANA Public Cloud, SAP HANA Enterprise Cloud, and Digital Supply Chain across the regional market. He joined SAP in 2012 as Managing Director for the SAP LAC North Market Unit (Colombia, Ecuador, Venezuela, the Caribbean, and Central America). During his tenure, he led a team of more than 400 employees, added 2,000 new customers over four years, and grew SAP's cloud footprint fivefold in these markets.

With over 20 years of experience in the technology industry, Francisco holds a degree in Electronic Engineering and an MBA, both from Simon Bolivar University in Venezuela. He is based in Miami, Florida.