

# Executive Bio

## SAP Latin America & Caribbean Leadership Team



### **TRACEY MARTINEZ**

**Head of Customer Experience (CX), SAP Latin America & the Caribbean**

Tracey Martínez, a highly experienced professional in the Customer Experience (CX) sector, is taking on the role of Head of the CX business line for SAP Latin America and the Caribbean. In this position, she aims to further strengthen the company's position in a segment that is garnering increasing interest among organizations in the region. Tracey's primary focus will be on supporting the marketing of the robust CX solutions platform, enabling companies across all industries to achieve higher levels of loyalty, engagement, and customer satisfaction.

Before assuming this role, Tracey served as Vice President of CX Sales in the Southeast region of SAP North America. Since joining the company in 2013, she has held leadership positions in SAP SuccessFactors human resources solution management and as a Senior Account Executive in the CX field.

Martínez earned a bachelor's degree in business administration and marketing from the University of Southern Illinois and an Executive MBA from the Florida International University. She is based in Jacksonville, Florida.