

Executive Biography

SAP Latin America and Caribbean Leadership Team



Alexandre Pereira

Head of Cloud ERP, SAP Latin America & the Caribbean

Alexandre is the Head of Cloud ERP for SAP Latin America and the Caribbean, responsible for guiding organizations in the region, of all sizes and sectors, in their business transformation journey and providing them with a customized path to the cloud with SAP S/4HANA. Whether customers are adopting their first ERP or migrating from an existing one to the cloud, Alexandre offers expert advice on how to gain a complete, modular solution with the AI and analytics capabilities organization needs to move their business forward.

Part of his guidance is to evaluate the specific needs of customers to determine whether they require SAP S/4HANA Cloud in a private format through RISE with SAP or a public model via GROW with SAP for midmarket businesses. Thanks to Alexandre's leadership, numerous Latin American organizations have effectively implemented RISE with SAP, and there has been a swift uptake of GROW with SAP in regions where this option is accessible.

Additionally, he plays a key role in promoting the SAP Digital Supply Chain portfolio in the region, assisting companies in building sustainable and risk-resilient supply chains.

With more than 23 years of experience in the IT sector, Alexandre has developed extensive expertise in Enterprise Management Applications. He joined SAP in 2007 as a Solutions Executive Consultant for Brazil and later advanced to Director of Pre-Sales in 2011. In 2013, Alexandre transitioned to the sales organization, serving as a Senior Industry Account Executive for Brazil and subsequently as a Global Account Director. In 2018, he moved to SAP Latin America as Director of SAP S/4HANA Cloud. Prior to his tenure at SAP, Alexandre also gained valuable experience working for Oracle and PeopleSoft.

Alexandre holds a bachelor's degree in engineering from Instituto Mauá de Tecnologia. He has furthered his education in Corporate Governance at Instituto Brasileiro de Governança Corporativa and has completed an Executive MBA from Fundação Instituto de Administração. He is based in Sao Paulo, Brazil.