

Biography



Rui Botelho

President, SAP Mexico

Rui Botelho is currently the President of SAP Mexico, a position he assumed starting January 2024. His strategic leadership will focus on the company's long-term vision in the territory, aligned with the global objectives of the corporation. Under his guidance, he is responsible for operational management that leads to business development, management of the executive team, customer and business partner relations, as well as ensuring the incorporation of technological innovation in all structures of the organization itself, clients, and Mexican society in general.

Previously, Rui served as Chief Operating Officer (COO) of SAP Brazil since September 2020, after holding the position of COO of SAP SuccessFactors for Latin America. He has been with the company since 2015, when he joined as Vice President of Sales.

In 2019, he took on the role of Vice President of Digital Core, with the challenge of driving products such as the next-generation ERP S/4HANA. His work led him to the regional position at SAP SuccessFactors, where he was also responsible for the strategy and execution of SAP Qualtrics Employee Experience, software for managing the experience within companies; Solex, an ecosystem of extensions for SAP solutions; and Endorsed Apps, a new category of partner applications.

Rui Botelho has a degree in Data Processing from Mackenzie University, an MBA in Business from Fundação Dom Cabral and an advanced sales leadership program from Boston University. He has already served as Vice President of the Board of Directors at Petronect and is an effective member of IBEF (Brazilian Institute of Finance Executives) and IBGC (Brazilian Institute of Corporate Governance). Before SAP, he worked at IBM and PwC.



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