

Executive Biography

SAP Latin America and Caribbean Management Team



Theo Pappas

Senior Vice President (SVP) & Chief Business Officer (CBO)
SAP Latin America and Caribbean

With over 25 years of sales and operational experience in the enterprise technology sector, Theo Pappas has been appointed as the Senior Vice President & Chief Business Officer (CBO) for SAP Latin America and the Caribbean (LAC) at the beginning of 2024. In this role, he is responsible for overseeing the LAC business, including P&L, cloud revenue management, cloud adoption & consumption, solution sales, pre and post sales, digital modalities, customer relations, business development, industry, and go-to-market strategies. Leading a team of approximately 1,000 specialists, Theo's main focus is on implementing a more centralized approach to sales and customer-focused cross-solution engagements, with the primary goal of strengthening the company's cloud revenue growth.

Previously, Theo served as Chief Operating Officer of SAP LAC for three years. In that capacity, he was entrusted with the overall performance of the organization, comprising regional cloud and on-premise sales, renewals, customer relations, business development, operations, services, and go-to-market strategies. As COO, Theo worked to strengthen SAP LAC's support for customers across various Latin American markets.

Before his time as COO, Pappas led the Human Capital Management area for SAP LAC, overseeing the growth of SAP SuccessFactors HCM, a critical component of the company's success. Since joining SAP in 2013, he has risen to numerous leadership challenges, including COO of SAP Brazil and Sales VP for Strategic and Regulated Industries in Brazil, delivering consistent growth for both the company's cloud and on-premise solutions.

In addition to his experience at SAP, Theo held managerial positions at Microsoft and IBM, where he established a strong foundation in the tech industry.

Theo holds a degree in Computer Science from Centro Universitário de Brasília and an MBA from Rio de Janeiro Federal University in Sao Paulo. He has also completed an executive business education program at Wharton Business School in the US, and a Business Administration & Management Senior Executive certificate program at the International Institute for Management Development (IMD) in Switzerland. With Brazilian and Greek roots, Theo currently resides in Miami, Florida and is well-prepared to lead SAP LAC in its ongoing development and achievements.