

Executive Biography

SAP Latin America and Caribbean Management Team



FRANCISCO REYES

Head of Cloud ERP & Incubation Services
SAP Latin America & Caribbean

With over 25 years of industry experience, seasoned technology executive Francisco Reyes assumed the role of Head of the newly created "Cloud ERP & Incubation Businesses" area for SAP Latin America & Caribbean (LAC) in April 2024. His focus is on driving growth in key segments such as private and public ERP cloud, services, and AI, leveraging these sectors to optimize market potential and accelerate SAP's core business.

Prior to this, Francisco served two years as Head of SAP Cloud Success Services (CSS) for LAC. His chief responsibility was ensuring every SAP customer could maximize the potential of their cloud investments. His leadership effectively guided a broad team of more than 1,600 cloud experts who helped each customer navigate their transformational journey towards becoming an intelligent enterprise.

Francisco's notable IT sector leadership is further highlighted by his successful track record of expanding SAP's cloud portfolio sales in Latin America, achieving significant double-digit growth in 2021. Additionally, under his guidance, procurement solutions like SAP Ariba and workforce management solutions such as SAP Fieldglass thrived throughout Latin America and the Caribbean, resulting in robust growth in 2020.

Furthermore, Francisco served as Sales Vice President for the SAP Digital Core in Latin America and the Caribbean. His crucial role led to the positioning key solutions such as SAP S/4HANA Public Cloud, SAP HANA Enterprise Cloud, and Digital Supply Chain across the regional market.

Francisco started at SAP in 2012, stepping into the role of Managing Director for the SAP LAC North Market Unit, overseeing Colombia, Ecuador, Venezuela, the Caribbean, and Central America. During his tenure, he led a strong team of over 400 employees, achieved 2,000 new customers in four years, and expanded SAP's cloud footprint fivefold in these markets.

In a personal commitment to Diversity & Inclusion, Francisco became the Executive Sponsor of the SAP LAC's Business Women's Network in 2022. This employee network promotes SAP's message of gender equity and underscores the significance of cultivating a diverse and inclusive organizational culture. Besides his professional accomplishments, Francisco is an avid runner and has completed 12 marathons and 15 half marathons.

Based in Miami, Florida, Francisco holds a degree in Electronic Engineering and an MBA from Simon Bolivar University in Venezuela. His extensive knowledge and experience continue to drive innovation and progression in the technology industry.

