

Executive Bio

SAP Latin America and Caribbean Leadership Team



Paola Becerra
Head of Customer Experience
SAP Latin America & the Caribbean

Paola Becerra was named Head of Customer Experience (CX) for SAP Latin America & the Caribbean in July 2020. She is responsible for helping companies in the region to create simple and meaningful experiences for their customers. As a visionary technology leader and expert, her role is critical for implementing digital transformation in organizations, by always putting customers at the center and for increasing their profitability with SAP CX solutions.

With more than 20 years of experience in the IT industry, Becerra leads a team of 140 experts in Latin America, who are committed to helping companies redefine how they create experiences for their customers.

Prior to taking on her current regional leadership role, Paola headed sales of the CX portfolio in Mexico, accelerating adoption and achieving significant growth in the market. Previously, she drove SAP HANA Enterprise Cloud and Digital Core Cloud sales in Mexico.

Before joining SAP, she held strategic IT positions in companies like IBM Mexico, where she was responsible for starting the cloud services business in the country and driving the adoption strategy for growing companies.

Paola has a degree in Industrial Engineering from the Universidad Iberoamericana, and an MBA from IPADE, both in Mexico. Currently she is pursuing a certification in digital transformation at ISDI. She is based in Mexico City.