

Simon Carpenter

Lead: Centres of Expertise
SAP UK & Ireland



Simon Carpenter has 38 years of wide-ranging experience in the IT sector. The last 26 years have been with market-leader SAP where he has held several leadership positions working primarily in Africa. During his career Simon is proud to have worked with many of the world's best organisations helping them to understand how SAP solutions can contribute to their growth and ongoing success. He is a passionate advocate for leveraging information to create a better world for all and conscious of the fact that each organisation has unique challenges that require a nuanced approach to technology adoption.

For over 2 decades Simon has contributed to SAP's positive impact by, inter alia:

- Leading Presales and Industry Value Engineering teams and their essential role in showcasing to customers how SAP solutions create value.
- Leading Marketing (including Customer Care, Partner Management and the Africa SAP User Group)
- Africa Market Unit Chief Operating Officer
- Launching new SAP solutions into the African Market (SAP BW, SAP CRM, SAP APO, SAP SCM, NetWeaver, SAP Financial Services Network, SAP Rural Sourcing and SAP SportsOne)
- Founding and incubating services and concepts such as Customer Engagement Lifecycle, Value Engineering, Business Transformation Services and the SAP Reseller Channel.
- Leading the Business Analytics Sales team where revenues grew by >25 % over 2 years.
- Leading the SAP Premier Customer Network where revenues grew by 298% over 2 years
- Chief Technology Advisor SAP Africa, responsible for leading SAP Africa's Digital Transformation initiatives with a focus on business innovation and thought leadership; providing direction to SAP's customers and partners on emerging business opportunities encompassed by SAP's Intelligent Enterprise Framework (such as OT/IT Convergence, Big Data, business networks, AI and IoT) and how these cohere through next-generation business processes and networks to deliver great experiences for customers, citizens and the workforce.
- Evangelism of SAP's strategy for to help the world run better and improve people's lives by digitally transforming business models, processes and work.

Prior to SAP, Simon worked with operations and logistics solutions ranging from on-board computing in transport to large-scale enterprise systems. He has broad experience across sales, marketing, support management, project management, and consulting and systems development. He thus has good insight into the soft issues (such as change management) that must be addressed for any technological initiative to be successful. Simon speaks at a numerous local and international conferences and Universities / Business Schools on a wide range of topics, has written a chapter for the UNISA textbook; *CONTEMPORARY ISSUES IN OPERATIONS AND SUPPLY CHAIN MANAGEMENT* on the impact of Digital Technologies in Operations and is a previous award winner at the SAPICS conference.

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