

MASTERCLASSES

October 15th

14:00 - 15:30 **Masterclasses**

15:30 - 16:00 **Coffee Break**

16:00 - 17:00 **Masterclasses**

Partner-led Territory

How to succeed in the Partner-led Territory GTM

Anja Bernardy-Raab / VP Partner Autonomy, SAP Global / **Mario Tiellet** VP CPO Brasil & Partner Driven LAC

SAP Business AI

How to Capture New Business Opportunities with SAP Business AI

Jan Schneider Global VP AI Partner Ecosystem

SAP Business Data Cloud

Leveraging SAP Business Data Cloud as the Data Platform choice

Luiz Menta VP BTP Sales, SAP Mexico

Partner Demand Management

Start Creating the Demand you need to succeed

John Scola Global VP, Partner Business Development

SAP Partner Ecosystem Strategy

SAP Ecosystem of the Future Journey

Hana Mrkvickova Head of Strategy, SAP LAC / **Danielle Allocca** Head Partner Cloud Success, SAP LAC

October 16th

14:10 - 15:40 **Masterclasses**

15:40 - 16:10 **Coffee Break**

16:10 - 17:10 **Masterclasses**

Automation UI

Innovation to Unlock Agility - Making the Impossible Possible

Mario Videla Global Managing Partner, Automation UI / **Sergio Calderon** / **Ricardo Rendón**

SNP

Stronger Together: Building the Future with Our Partners

German Ruiz Latam Chief Operating Officer, SNP

Adoption & Consumption

Consumption Intelligence: Measuring and accelerating consumption with Value Realization

Pablo Yustiz Indirect Customer Success Manager, SAP LAC / **Emilia Guimarães** CS&D LAC Head

Tricentis

AI-Enabled Software Quality Platform

Tonatiuh Barradas Vice President Latin America, Tricentis

Grow with SAP

Where We Are and the Future Ahead

Daniel Cabrera Regional VP, Cloud ERP for LAC