

# 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

**Anabella Giuliano** Head of Business Transformation & Architecture – LAC

### **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