



### **Andrew Lapham**

Head of Business Solutions, Yell PLC  
SIG Chair – Customer Relationship Management

Andrew works for Yell PLC responsible for the UK enterprise business solutions. He leads a team of Business Solution Managers and Solution Architects who own the IS relationship with business stakeholders and manage the evolution of IT solutions from idea through to implementation for their business areas.

Andrew's delivery record includes successfully programme managing the SAP CRM based Market Planning solution. This solution has leveraged the campaign automation functionality of SAP CRM and is a highly flexibility solution that allows Yell to respond faster to market dynamics.

Andrew has worked in a number of blue chip companies in different industry sectors and with SAP programmes for the last 10 years. Prior to joining Yell he was a consultant for a systems integrator and had a lead role on a variety of European SAP programmes. He has also been the chairman of the SAP CRM User Group in the UK for the past three years.