

Oliver Betz

SVP, Global Head Product Management SAP S/4HANA , SAP SE

Oliver Betz is Senior Vice President and Global Head of Product Management SAP S/4HANA at SAP SE.

In this role, he is assessing customer and market requirements and is driving the SAP S/4HANA Product strategy. Under his leadership, his team discovers key market trends and collaborates with customers and partners globally to define SAP's next generation software solution for the Digital Core, helping customers gain competitive advantage.

To achieve this his team is continually assessing the latest, advanced technologies and evaluating ways to leverage them in the SAP S/4HANA product to drive new innovation. The mission of the SAP S/4HANA Product Management team is to bring the client's vision to life and enable them to transform their business, disrupt their industry leveraging the power of the SAP Digital Core. His team also supports SAP's field organization, industry analysts and the SAP partner ecosystem to assess client requirements and demands and map them with the SAP S/4HANA Product Roadmap. His team facilitates and enables sustainable relationships between SAP, customers to further enhance the SAP S/4HANA product scope and to increase the and overall functional coverage of the product for all key industries and regions.

A champion of client success, Oliver Betz began his professional career as a software developer and consultant in 1996 and joined SAP in 2000 as a technical support consultant. Later, he was instrumental in establishing the Mobile & UX Business of SAP Innovative Business Solutions and the offering for cloud applications and extensions. Prior to assuming his current position in July 2019, he was Senior Vice president and General Manager of SAP Innovative Business Solutions. As such, he led the organization's 2,000 employees in collaborating with clients – from discovery to delivery – to develop tailored, high-value solutions that are fully maintained and operated by SAP.

Oliver holds a Master's Degree in Physics from the University of Karlsruhe, Germany.



By Oliver Betz

Videos

Make Innovation Real for Your Intelligent Enterprise

<https://youtu.be/NmMiC0a4Mms>

Oliver talks about Disruptive vs. Continual Innovation

https://youtu.be/Ls_b4vU5YM

Panel Discussion: The Role of the Private Sector to Financing the SDGs and Mainstreaming Sustainability

<https://www.facebook.com/SGSGeneva/videos/182380052650036/>

Blogs/Articles

Driving Innovation: A Conversation with Oliver Betz

<https://news.sap.com/2019/04/oliver-betz-interview-sap-innovative-business-solutions/>

We Make Innovation Real for Our Customers Around the World. Oliver on the 2018 SAP Innovation Award Winners

<https://www.linkedin.com/pulse/we-make-innovation-real-our-customers-around-world-oliver-betz/>

Sharing Our Success With Bumble Bee Foods

<https://www.linkedin.com/pulse/we-make-innovation-real-our-customers-around-world-oliver-betz/>