

# Executive Biography

## U.S. Management Team



### **CHRIS BALL**

**Managing Director, Retail Industry**  
**SAP North America**

Chris Ball is managing director of the Retail industry practice in the United States where he is responsible for strategy, business operations, sales performance, customer relationships, and overall customer satisfaction.

Since joining SAP in 2003, Chris has held numerous senior sales and management positions, most recently as executive vice president and head of Innovation Sales for SAP Americas. In that role, he was responsible for the go-to-market strategy and customer success across SAP's innovation portfolio comprising mobile, platform, and analytics; cloud; and the SAP HANA® platform.

Previously, Chris was senior vice president and general manager of the western region, where, under his leadership, that business achieved four consecutive years of double-digit growth and the highest customer satisfaction ratings in the North America region. In prior roles, Chris ran a variety of national and regional businesses in North America including industry practices for retail, healthcare, and utilities.

Before joining SAP, Chris held various executive management positions at several publicly traded and venture-backed high-tech companies. These include WebHire (NASDAQ: HIRE), one of the world's first cloud-based enterprise software companies, and infolio, a mobile enterprise software company acquired by Captaris (now OpenText Corporation). He also co-founded Liquid Software, an enterprise software company that was acquired in 2001.

