

Executive Biography

Latin America Management Team



GONZALO BENEDIT
Chief Operating Officer
SAP Latin America and the Caribbean

Gonzalo Benedit is chief operating officer (COO) of SAP Latin America and the Caribbean (LAC) theater. In this role, he is responsible for ensuring the consistent execution of go-to-market initiatives, as well as sales strategies and operations.

Previously, Gonzalo was managing director for SAP's Northern Latin America region, and prior to that, managing director of Mexico and Central America. Under his leadership, Mexico achieved consistent double-digit revenue growth and became the sixth-most-relevant market for SAP globally.

As senior vice president of services, Latin America and the Caribbean, Gonzalo was instrumental in strengthening the role of services across the region by enabling customers to achieve greater value from their SAP® solutions with innovative, unique services delivered by SAP and its partner ecosystem.

Gonzalo has over 13 years of experience in the software and consulting industries. He joined SAP as a business consultant in his native Argentina in 2005 and was promoted to various executive positions in Latin America and in EMEA (Europe, Middle East, and Africa), where he led business operations and innovation. Prior to joining SAP, Gonzalo worked in consulting for several companies, including Certant Consulting and Compañía General de Combustibles in Argentina.

Gonzalo holds a bachelor's degree in business administration with a minor in economics, and an MBA in finance, both awarded by the Universidad Torcuato Di Tella in Buenos Aires, Argentina.