

# Executive Biography

## Canada Management Team



**DANY ORTCHANIAN**  
Head of East Region Sales  
SAP Canada

Dany Ortchanian is the head of east region sales for SAP Canada. In this role, Dany works in tandem with decision makers of large Canadian companies across a number of industries, mapping out their toughest business challenges and finding the best way SAP can increase their productivity and profitability to take their business to the next level.

A mentor and coach to the eastern Canada sales team, Dany develops and oversees the sales strategy, ensuring the alignment of east region sales with the business objectives of SAP. By focusing on the end-user and learning a client's business, Dany has cultivated a customer-centric approach and helped some of Canada's leading companies leverage their wealth of data to improve the experience for their customers.

Dany joined SAP in 2003 as a director of strategic accounts, responsible for developing and maintaining relationships with potential and existing clients as their primary SAP Canada contact. He is an accomplished sales executive who, prior to SAP, held progressively responsible sales and key-account management roles in large Canadian companies in CRM and customer loyalty, analytics, and Big Data analytics.

Dany is fully bilingual in Canada's two official languages.