

Executive Biography

U.S. Management Team



DEIRDRE TONER

**Managing Director, West Region
SAP North America**

Deirdre Toner was appointed managing director of the West Region of SAP North America in July 2013. In this role, she is responsible for all aspects of the business and driving growth in the region, with complete responsibility for go-to-market operations. Direct and indirect license sales, presales, field marketing, partners, and ecosystems are under her leadership.

Since joining SAP in 2010, Deirdre has applied her more than two decades of experience in software sales and new market development to successfully create, drive, and uncover opportunities for SAP to expand our market position.

Most recently, she led global sales for Platform Solutions Group, managing eight teams of subject-matter experts, industry, and specialized global sales professionals, and ecosystem and channels leaders. She was also global VP for sales of SAP HANA after successfully directing the field-facing launch of the SAP HANA platform in North America and creating the original database sales force.

She joined SAP from Aster Data Systems (acquired by Teradata), where she launched sales efforts in North America for a Big Data database appliance. Prior, Deirdre led sales teams at Business Objects (acquired by SAP in 2007), developed new markets for Epiphany Inc., and held sales leadership roles at InterWorld Corporation, and Sybase (acquired by SAP in 2010).

Deirdre has a bachelor's degree in electrical engineering.

