



**Bob Elliott**

National Vice President Sales, Canada

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Bob holds the position of National Vice President Sales, Canada at SAP Canada Inc. In this role, Bob is responsible for the East, West, Central, SME and Specialist teams in Canada. He reports directly to Mark Aboud, President and Managing Director, SAP Canada.

Bob joined SAP Canada in 2007 and held the position of Vice President, Large Enterprise Sales, Central Region. Bob was responsible for managing the alignment of SAP Canada's sales initiatives to meet the business objectives of all enterprise accounts in the Central region. Bob was also responsible for delivering all streams of sales revenue for SAP's platform solution on a national basis.

Prior to joining SAP, Bob was Senior Vice President, Worldwide Partners and Alliances at i2 Technologies Inc. During this tenure, Bob accomplished his mandate to successfully rebuild the partner organization, and played a pivotal role in the company's growth by developing new industry verticals and business models.

With more than 15 years of Information Technology (IT) experience, Bob has held various senior management and sales leadership roles with various international companies including Sybase Canada Inc., Ariba Inc., and J.D. Edwards.

Bob has a Bachelor of Arts in Economics from the University of Western Ontario and a Master of Business Administration from the Richard Ivey School of Business at the University of Western Ontario.