Executive Biography
North America Management Team

BOB ELLIOTT
Managing Director
SAP Canada

Bob Elliott is the managing director of SAP Canada. He is responsible for the business operations in Canada and driving growth for SAP's industry-leading cloud, mobile, and database and technology solutions that help more than 9,500 Canadian customers in 25 industries become best-run businesses.

With more than 2,500 employees, SAP Canada has offices across the country, including three research and development centers in Montreal, Toronto, and Vancouver that are part of SAP's global development organization.

Since joining SAP Canada in 2007, Bob has been a vital member of the national sales organization – first as vice president, large enterprise sales, central region, and then as national vice president, sales. In his latter role, Bob was responsible for all Canadian SAP license sales, as well as overseeing the leaders in the western, central, and eastern regions plus the indirect, public sector, and financial services teams.

Prior to joining SAP, he was senior vice president, worldwide partners and alliances, at i2 Technologies Inc. During his 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.

Throughout his 20 years in the IT sector, Bob has held senior management and sales leadership roles with various international companies including Sybase Inc., Ariba Inc., and JD Edwards.

Bob has a bachelor of arts degree in economics from the University of Western Ontario in London, Ontario, and an MBA from the Richard Ivey School of Business, also the University of Western Ontario. He is an active member of the board of directors of AboutFace (aboutface.ca), an organization dedicated to transforming the lives of people with facial differences.