Executive Biography

Americas Management Team



RODOLPHO CARDENUTO
President
SAP Americas

Rodolpho Cardenuto was appointed president of SAP Americas in January 2013. He is responsible for leading the business in North America and Latin America. The Americas is SAP's largest sales region, with more than 115,000 customers and operations in 13 countries.

Rodolpho joined SAP in 2008 as president of SAP Latin America and the Caribbean (LAC). In this role, he drove business growth and established SAP as the innovation provider of choice for customers of all sizes and industries.

During his time as leader of SAP LAC, the region became a top-performing market for SAP globally and delivered double-digit growth for 12 consecutive quarters. In addition, Brazil and Mexico delivered unprecedented growth during his tenure and are among the top 10 markets for SAP globally in terms of financial performance and contribution.

Rodolpho has more than 25 years of experience in the IT industry. Prior to joining SAP, he spent 15 years at Hewlett-Packard in leadership roles including sales management in Brazil and leading the small and midsize enterprise (SME) business for the Latin America region.

Rodolpho holds a bachelor's degree in electronic engineering from the Faculdade de Engenharia Industrial and an executive MBA in finance from the Business School of Sao Paulo, both in Sao Paulo, Brazil. He also holds an executive MBA in international business from the University of Toronto in Toronto, Ontario. He is based in SAP's Newtown Square office in Pennsylvania.

