MARCELO KAUCHER
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50 years old
Married
3 children

SUMMARY OF QUALIFICATIONS

- ✓ 20+ years experience in leading positions in multinational Information Technology companies, in the area of professional services, system integration, services & software sales. Experience serving important customers in different industry sectors, like oil&gas, utilities, consumer products, financial services, retail.
- ✓ Strong international experience across Latin America with 15+ years in regional responsibility roles.
- ✓ Experience in all aspects of managing a professional services division, from go to market and sales, to practice management and delivery, with full P&L responsibility.
- ✓ As active member of the global leadership team for the services division of SAP, participated in several global transformation initiatives, like: global services strategy, ecosystem expansion strategy, global incentive framework implementation.
- ✓ Led the business case development of a global delivery center location in Latin America; resulting in the opening of the Buenos Aires Global Delivery Center, being one of the four centers across the world to deploy remote high-value consulting services.
- ✓ Managed the relationship for many key customers, from initial sales cycle up to project delivery, interacting with senior executives of large companies as executive sponsor.
- ✓ Leadership of cross-functional teams with members of customers / partner's consultants.

WORK EXPERIENCE

Feb 2019 – Present — **ACCENTURE** — **LATIN AMERICA**
Managing Director – SAP Latin America Go To Market Leader

Responsible for the SAP Service Line go to market at Regional Level.

- Responsible for GTM for the SAP Business across the Latin America Region.
- Overall responsible for Accenture relationship with SAP in the region.
- Executive sponsor for top accounts with SAP transformational programs.

Jan 2017 – Dec 2018 — **IBM ARGENTINA** — **BUENOS AIRES, ARGENTINA**
GBS Partner – Argentina GBS Managing Partner

Responsible for the Argentina Global Business Services Business.

- Full responsibility for local P&L. Main targets are Signings, Revenue and bottom line growth.
- Responsible for local Industries & Service Lines.
- Manage & act as sponsor for many top accounts in different industries (Oil&Gas, Utilities, Financial Services).
- Manage the relationship with other IBM Brands (business units).

Feb 2012 – Dec 2016 — **IBM LATIN AMERICA** — **LATIN AMERICA**
GBS Partner – Enterprise Applications Service Line Leader

Responsible for the SAP, Oracle & Microsoft Services Business for the Latin America Region.

Member of the GBS Latin America SLT (Services Leadership Team).

- Development and execution of the SAP, Oracle & Microsoft Services go to market plan for the LA Region, in interaction with the Industry sectors.
- Specific Deal support through the LA SAP CoC and personal involvement..
- Manage the delivery process for the Enterprise Applications engagements. Develop the EA Practice across the different LA countries. Leverage critical areas of expertise through the deployment of the Regional Communities of Practice.
- Manage the relationship between the SW vendors and IBM GBS for the region, ensuring alignment for the strategic accounts, defining joint GTM plans and initiatives between both companies.

Jun 2011-
Dec 2011

SAP LATIN AMERICA & CARIBBEAN **LATIN AMERICA**
Senior Vice-President – Business Strategy & Innovation

Responsible for the Strategy Execution and New Innovations Monetization process in the Latin America & Caribbean region.

Member of the Latin America & Caribbean ELT (Executive Leadership Team).

- Development and execution of the Fast Growth Plans for the subsidiaries of the LAC Region. LAC is the fastest growing SAP region worldwide, the growth is managed in a programmatic way, managing investments up front out of the cycle to accelerate growth.
- Implemented and managed cross-LOB (from SW Sales to Services) processes to accelerate monetization of SAP's Innovations. They are expected to provide a significant contribution to the regional growth.

2003-Jun 2011

SAP LATIN AMERICA & CARIBBEAN **LATIN AMERICA**
Senior Vice-President - Services

Responsible for the Consulting and Education businesses in the Latin America & Caribbean region, including all aspects of the services business, from marketing to sales, delivery, operations and finance.

Member of the Latin America & Caribbean ELT (Executive Leadership Team) as well as the Global Services Leadership Team. Selected many years as Top Talent of the organization (top 10% of employees).

- Formed high-performance team and culture that overachieved targets consistently.
- Consulting revenue grew 2,5X in the period 2002 to 2010, managing a business of approx USD 200 MIO. Operating Income grew 5X in the same period.
- Education was included in the Services organization in 2005, generating 2X growth in revenues (2004 to 2010), delivering top line results of approx USD 36 MIO , with 3,5X growth in Operating Income in that period.
- Managed an organization of approx. 700 resources located in 8 countries across the region.
- Awarded Services Region of the year in 2006.

- Main responsibilities:
  - Definition of Strategy for the Consulting and Education business, in alignment and support of the Latin America Strategy and the Global Services Strategy.
  - Implementation of the right execution model (regional and local) to ensure delivery of targets, while performing the right transformation of the business to support SAP's overall strategy (performing services market maker role for Software business).
  - Executive sponsorship for strategic accounts (both during the SW sales cycle as for projects delivery phase).
  - Overall business responsibility, from sales to delivery and operations.

2000-2002

SAP CHILE **LATIN AMERICA**
Country Manager

Responsible for all business operations of the SAP business in Chile as part of the SAP Region Sur market unit.

- Responsible for all LOBs in the country with direct focus on the software sales business. Overachievement of targets set, delivering strong growth.
- Played key role as transformation agent, and directly supported many major deals in the region.

1995-1999

SAP REGION SUR **LATIN AMERICA**
Professional Services Director

Responsible for all Consulting and Education businesses for the Southern Cone of the LA region.

- Developed the Services Organization in the Region Sur subsidiary of LA. Organization grew from around 10 consultants in 1995 to more than 100 professionals in 1999, with a professionalized structure to manage the business (sales / delivery).
- Member of the SAP Region Sur market unit Management Team reporting to the Managing Director.

1994-1995 **SAP REGION SUR** **LATIN AMERICA**
Program Manager

One of the first three employees of SAP operation in Latin America. Participated in the first customer's implementations.

- Successfully led one of the first Utilities customers in the country, managing one of the first SAP primed project with more than 30 professionals from the partner community.

1993-1994 **IBM ARGENTINA** **BUENOS AIRES, ARGENTINA**
Solution Engineer

Started in IBM as part of the Young Professionals program. Being assigned after the initial Education Program to the Cross-Industries Division, in the Office Productivity Solutions area.

- Responsible for developing partnerships with external vendors in order to complete the office solutions portfolio for IBM, and make it available to the field organization.

1990-1992 **GIVAUDAN-ROURE (HOFFMAN LA ROCHE)** **BUENOS AIRES, ARGENTINA**
IT Support Leader

Responsible for the IT support for end users. Responsibilities included Standard Solutions definitions for the company, Solutions deployment and End User support.

ACADEMIC BACKGROUND

2000 – 2001 **UNIVERSIDAD DEL CEMA** **BUENOS AIRES, ARGENTINA**
Master in Business Administration degree.

1987 – 1991 **UNIVERSIDAD CAECE** **BUENOS AIRES, ARGENTINA**
System Engineer degree.

2004 **INSEAD** **FONTAINBLEAU, FRANCE**
Leadership Development Program.

AWARDS / RECOGNITIONS (AT SAP)

2000 PRESIDENT'S CLUB
2006 WINNER'S CIRCLE
2006 FIELD SERVICES REGION OF THE YEAR
2007 to 2010 WINNER'S CIRCLE

PERSONAL

Native speaker of Spanish, fluent in English, intermediate Portuguese.
Enjoys sailing and skiing.