Executive Biography
U.S. Management Team

BRIAN ROACH
Managing Director, Regulated Industries
SAP North America

Brian Roach leads SAP's Regulated Industries practice in the United States for SAP North America, which encompasses federal, state, and local government, as well as the higher education, aerospace and defense, healthcare, and utilities industries. He is responsible for leading the strategy, business operations, revenue performance, customer relationships, and overall customer satisfaction throughout the United States.

He joined SAP in 2015 following six years with Juniper Networks, where he led their National Government business unit, selling and delivering high performance networking and security systems to U.S. government agencies. Prior to that, Brian worked for Microsoft as the general manager of product sales for their U.S. Department of Defense division, and over the course of his 10-year career with the company, he grew their healthcare, treasury, and military lines of business as well. Through additional and earlier posts with Lockheed Martin, Loral Corporation (acquired by Lockheed in 1996), and Unisys Corporation, Brian developed his exceptional sales leadership acumen, and a deep knowledge of regulated industries.

Brian obtained his Bachelor of Science in electrical engineering from Duke University, located in Durham, North Carolina and his Master of Science in technology management from the University of Maryland, in College Park, Maryland.

Brian currently sits on the boards of USO (United Service Organizations), NVTC (Northern Virginia Technology Council), and BHEF (Business-Higher Education Forum).