



## **Maria C. Villar**

*Head of Enterprise Data Transformation*

*SAP*

Maria Villar is Head of Enterprise Data Transformation. In this role, she advises SAP customers on the crucial role of data management in the digital transformation, leveraging our internal best practices to assist our customers' implementations. She reports to SAP's NA Chief Innovation Officer.

Maria joined SAP in 2009, following a 15-year career as a respected practitioner, author, trainer and consultant in helping major companies build and execute enterprise strategies in Enterprise Information Management.

Over the last seven years, she's built SAP's internal data management program, reporting to SAP's COO. SAP's approach to managing its most critical master data is a successful, business led program with over € 70 Euro benefit since inception. These data management capabilities are foundational to our ability to analyze and predict our operational metrics with the Digital Boardroom and our internal process transformation to become a cloud company powered by S4 Hana.

In addition to the business value realized internally, SAP's data management program has been recognized externally with three industry awards.

In addition to her SAP experience, Maria has built data management organizations in two other companies in the financial services and the technology industry.

She has authored a book: "Managing your Business Data from Chaos to Confidence."

She has also published two online classes and numerous articles, most recently "Time to Level Up: The Evolving role of the Chief Data Officer."