

Contact

www.linkedin.com/in/roberto-uribe-m (LinkedIn)

Top Skills

Reference Management - B2B Marketing - Advocacy Programs

B2B Marketing - Advocacy Programs

Executive Coaching

Languages

English (Full Professional)

German (Professional Working)

Portuguese (Limited Working)

Spanish (Native or Bilingual)

Certifications

Business Model Innovation Master

Becoming an Intrapreneur (SAP internal)

Coaching Skills 2021 - SAP Global Coaching - SAP Coach

Team Coach

Roberto Uribe

Executive Coach | International Consultant in Business Innovation | Digital Transformation | B2B Marketing | High-Performance Sales Teams | Advocacy Programs | Former SAP, Microsoft & European Research

Mexico City, Mexico

Summary

Roberto Uribe is a seasoned International Business Leader, Speaker, Consultant and Executive Coach with over 30 years of experience in innovation, digital transformation, and B2B marketing. His distinguished career includes key leadership roles at global organizations like SAP and Microsoft, where he drove high-impact initiatives and led teams in marketing, consulting- and education services. Known for transforming ideas into results, Roberto now leverages his expertise as Speaker, Consultant and Leadership Coach to help by reimagine business models, introduce AI, accelerate growth, and innovate with purpose. Fluent in Spanish, English, and German, he holds a Master's in Global Business Innovation and has extensive experience working with multicultural teams across Americas, Europe and Asia.

Areas of expertise:

Executive Coaching | Business Model Innovation | Digital transformation | B2B Marketing & Demand Generation | Customer advocacy | Sales enablement | Sustainability Initiatives

Roberto welcomes connections for strategic collaborations to create lasting impact.

Feel free to reach out and connect.

Experience

SAP

26 years 1 month

Reference Sustainability and Services - Global Marketing Lead

April 2023 - June 2025 (2 years 3 months)

Mexico City, Mexico

- Led customer reference and advocacy program for Sustainability and Services, enhancing brand recognition and customer loyalty.
- Drove strategic key customer selection to create impactful success stories for multi-channel amplification and sales acceleration.
- Managed customer selection for top-tier events, across regional teams and support executive messaging.

Leadership Coach

October 2019 - June 2025 (5 years 9 months)

Mexico City, Mexico

- Developed and delivered a customized coaching program for SAP leaders, enhancing their authentic leadership skills.
- Empowered leaders across America, Europe, and Saudi Arabia to navigate challenges and leverage their strengths.
- Received positive feedback from participants, highlighting the program's impact on their leadership and personal growth.

Sr. Director Marketing - Services and Support - Global

November 2017 - April 2023 (5 years 6 months)

Bogotá D.C. Area, Colombia

Spearheaded Services and Support Marketing, Demand Management, Campaigns, and Events for Latin America, utilizing dashboards to report impact.

Led Customer Reference Program, enhancing customer advocacy and brand recognition.

Service Portfolio Communications Head - Global

September 2016 - November 2017 (1 year 3 months)

Led Global internal communication strategy for SAP Services Portfolio for multicultural audience ensuring clarity at all levels

Services Portfolio Head - Northern Latin America

September 2014 - September 2016 (2 years 1 month)

Led Service strategic offerings, enablement and first customer rollout. Special focus on Innovation services, Business Model Innovation and new technologies.

Services Sales Enablement & Demand Management Head - Latin America

July 2010 - September 2014 (4 years 3 months)

Led Sales Enablement, enhancing competence based on top performance profiles for LATAM sales force.

Established the first-ever LATAM Services Demand Management Team.

Services Mid Market Head - Latin America

January 2008 - June 2010 (2 years 6 months)

Spearheaded Implementation Partners transformation Strategy for the Mid-Size Enterprise Market in Latin America, overachieving sales target regionally.

- Awarded twice with SAP Winner Circle in 2008 and 2009

Education Services Director - Mexico and Central America

April 2007 - December 2007 (9 months)

Mexico City, Mexico

Spearheaded sales and operations in Mexico and Central America. Drove business growth by enhancing market penetration through the Education Partner model, boosting profit margins.

Strategic Initiatives - Education Services - Latin America

August 2002 - March 2007 (4 years 8 months)

Global Transformation Team - Lead strategic Education transformation across Latin America, focus on offerings, operations, sales and channel strategies.

Implement ROI Methodology® for Education impact. Present cases at Global ROI Conference in Chicago, USA

Education Services - Regional Manager - Andean and Caribbean

January 2000 - 2003 (3 years)

Led Sales, Delivery, and P&L results. Drove business model innovation with new offerings and delivery models, enhancing customer satisfaction and revenue growth.

Awarded as America's highest Customer Satisfaction Index increase, contributing to profitability.

Director Strategic Alliances

June 1999 - December 2000 (1 year 7 months)

Bogota

Education

University of Applied Sciences and Arts Northwestern Switzerland
FHNW

Global Business Innovation Master, Business Modeling
Innovation · (2015 - 2015)

Erickson Coaching International

Erickson Professional Coach · (2018 - 2019)

Pontificia Universidad Javeriana

Industrial Engineer · (July 1983 - February 1989)

SolutionsAcademy

Team Coach, Team Performance - Leadership · (2020 - 2021)