

Trail Blazer Award



Madhur Aggarwal

SVP and General Manager, SAP

Madhur Aggarwal, is a global executive at SAP SE, the world's third largest enterprise software company. SAP SE (Germany: XETRA) is headquartered in Walldorf, Germany. SAP software and services enable more than 378,000 customers in 180 countries to operate profitably, adapt continuously, and grow sustainably. Over the course of his tenure at SAP, Madhur has held multiple roles ranging from General Manager, SAP Digital to Global Head of Marketing Strategy. As GM, Madhur's

responsibility included global P&L ownership in 200+ countries and territories for SAP's owned and 3rd party commerce properties including Amazon. He oversaw teams ranging from Vancouver, Canada to Kiev, Ukraine (and everything inbetween.) Earlier at SAP, he was Global Head of Marketing Strategy and an executive member of CMO's leadership team. Prior to joining SAP, Madhur served in management and technology consulting roles at Booz & Co and Oracle Corporation.

Madhur holds MBA from Wharton School at University of Pennsylvania where he was a Joseph Wharton Scholar, Master's in Information Management from Arizona State University and an undergraduate degree in Mechanical Engineering with distinction from Delhi College of Engineering. He is an Advisory Board member at Columbia Business School Center for Brand Leadership and a frequent speaker at international conferences and business schools on digital business. In 2013, he was recognized as 40 under 40. Madhur is married with 2 boys and lives in Princeton, New Jersey.

Follow him on Twitter @aggarwalmadhur

Link to announcement of my role: <https://news.sap.com/madhur-aggarwal-named-general-manager-of-sap-digital-commerce/>