

Executive Biography

North America Management Team



JOHN TULLY

Managing Director, South Region
SAP North America

As the managing director the South for SAP North America, John Tully is responsible for the region's profitability and strategic direction, and oversees marketing, services, human resources, finance, and all client-related activities. He leads a team that champions customer success in more than 25 vertical industries, including energy, retail, consumer products, and high tech by ensuring the full power of SAP technology, Services, and partner ecosystem are leveraged to accelerate their digital transformation.

In 2014, John was named to this role after nearly two decades of exceptional client service, team management, and business growth at SAP. John has more than 25 years of experience helping Fortune 5000 companies identify and deliver business value through strategic investments in next-generation technology, including AI, cloud computing, and ERP. He specializes in building high-performance, people-centric cultures that drive customer success. Industry analysts and media frequently cite John for his perspectives on how technology is transforming vertical industries such as retail and energy and where organizations are deriving value from digital transformation projects.

John is a member of the SAP Advisory Council for Oil and Gas, which shapes the organization's industry strategy and product direction for global energy companies. He also serves as SAP's executive sponsor for clients such as P66, Tyson, and Coca-Cola.

Prior to joining SAP, he worked in a number of software field sales positions with companies such as Blue Martini Software (acquired by RedPrairie Corporation) and Platinum Technology.

John graduated from Auburn University in Auburn, Alabama, with a bachelor's degree in economics. John, his wife, Lisa, and family reside in Austin, Texas and are actively engaged in many charitable organizations.

