

Executive Biography

North America Management Team



MICHELLE COOPER
Head of Marketing
SAP North America

Michelle Cooper oversees SAP North America's marketing strategy and is responsible for executing digital and audience strategies, solution marketing, operations, programs, and partner and field marketing to drive revenue growth and customer success.

Since joining SAP in 2003, Michelle has excelled at various executive leadership roles in the marketing organization. Most recently, as vice president of Industry and Solution Marketing, she has delivered successful programs to support SAP's on premise and cloud revenue. Throughout her tenure at SAP, Michelle has been instrumental in building award-winning customer campaigns that have positioned SAP as the leader in the technology industry. She has also been recognized for building and leading high-performing, result-driven teams while inspiring a culture of innovation and growth.

With more than 20 years of experience as an accomplished leader in the technology space, Michelle has successfully managed industry, regional, and solution marketing teams. Prior to joining SAP, Michelle served as the head of Marketing for North America at Gelco Information Network, which was later acquired by Concur, an SAP company. She has also held marketing leadership positions at RightWorks Corporation, a start-up acquired by i2 Technologies, PeopleSoft Incorporated, and Texas Instruments Software Business.

Michelle holds a bachelor's degree in business administration (marketing and management information systems) from Longwood University in Farmville, Virginia. She is a member of the Forrester CMO Council.

