Bob Stutz
President, Engineering and Operations
SAP Customer Experience

As President of Engineering and Operations for SAP Customer Experience, Bob is responsible for the overall SAP Customer Experience product portfolio, engineering development, and support functions. An industry veteran with over 25 years of experience in leading business applications development for high profile technology companies, Bob is a big believer in harnessing the power of the Experience Economy to fuel business transformation.

Prior to joining SAP, Bob was CEO of Marketing Cloud and Chief Analytics Officer at Salesforce where he led all aspects of the company's Marketing Cloud business, including product strategy, product management, marketing, engineering, and distribution. Prior to Salesforce, he was Corporate Vice President at Microsoft, where he was responsible for defining the long-term strategic direction as well as the development and delivery of on-prem and cloud versions of Microsoft Dynamics CRM worldwide.

Before joining Microsoft, Stutz served as Senior Vice President and General Manager of Business Solutions at HP where he was responsible for business applications for the financial services, communications, airlines and healthcare industries as well as HP's relationship with global partners such as Tata Consultancy Services and Capgemini.

An SAP veteran, Stutz has also served as Executive Vice President of SAP's Mobile Products division and Executive Vice President of Industry Solutions. During his tenure, Bob led the Premier Customer Network organization and was instrumental in building SAP's award-winning SAP CRM 7.0. He also held various management roles at Siebel Systems, Intrepid Systems, and Sybase Inc.

In addition to his decades-long career in enterprise software, Bob led a 22-year distinguished career in the U.S. Army. Bob holds a bachelor's degree in Government and Eastern European Studies from the University of Maryland, and a master's degree in Human Resources and Organizational Development from Chapman University in California. He has been recognized by Ad Age as one of the Top 25 Marketing Technology Trailblazers.