



GAWBL-Summit 2018

German-Arab Women Business Leaders

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Marita Mitschein

Senior Vice President Strategic Investments MENA & Managing Director
SAP Training & Development Institute
Member of SAP's Global Executive Leadership Team

Marita is responsible for leading SAP's Investment Strategy in MENA, which includes the establishments of data centers in KSA and UAE for SAP's public cloud offerings, and the Operations of the SAP Training and Development Institute across MENA and globally. During Gitex 2017 the SAP Training and Development Institute launched Winnovate – a hub for innovation based on Design Thinking and Business Model Canvas.

During her 10 year tenure with SAP, she has held several other leadership positions. Before being appointed as the Lead for the Middle East & North Africa investments, Marita supported SAP's China Growth plan and was the HR Business Partner Lead for SAP's Co-CEOs, Bill McDermott and Jim Hagemann Snabe.

Marita has diverse international C-Level and Executive experience; she held key CxO roles in different industries across the globe; including CIO of a German Telecommunications Company, CFO of a Turkish Airline Company, CEO of an American Software Company and President of an USA based consulting firm.

Marita holds a Bachelor in Computer Science, a Master in Business Communication (NLP) as well as a Master in Business Administration. She is also certified in Systemic Organizational Constellation and as Master Coach.

Marita also won the 2013 Women Leadership Award in the category of Business & Economic Development which is part of the prestigious Asian Leadership Awards. This award honors and recognizes the strategic role played by women, who embody the qualities of leadership to achieve the best possible results in shaping the future of the region.

The SAP Training and Development Institute was acknowledged in the 2015 INSEAD and Centre for Economic Growth report "Technology-Driven Transformation of Labor Markets in MENA" as a leader in private-public-people partnerships in support of education for employment.