

Guidelines for Official Titles: SAP Supervisory Board and SAP Executive Board January 2019

INTERNAL

The **SAP Executive Board** is the official governing body of SAP SE, overseeing and deciding on the activities of the company. Subject to European company law, the SAP Executive Board is committed to the interests of SAP and bound by company policy. It provides the SAP Supervisory Board with regular and comprehensive reports about all essential issues of business, corporate strategy, and potential risks.

Note – Use of company name SAP versus SAP SE:

- **Internal** – Use “SAP Executive Board”
- **External** – Use “Executive Board of SAP SE”
with the official name of the company in external texts, press releases, and other materials for external use.
- **Business cards** – Due to space restrictions, you can use the short form “Executive Board, SAP SE” without including “Member of ...” on business cards if necessary.

Titles are listed below in both English and German and are for external use. For more information on internal use and additional guidance, see the detailed PowerPoint presentation (page 5 ff).

MEMBERS OF THE SAP SUPERVISORY BOARD AND THE SAP EXECUTIVE BOARD

Professor Hasso Plattner

Chairman of the Supervisory Board of SAP SE
(Short: Prof. Hasso Plattner)

Prof. Dr. h. c. mult. Hasso Plattner

Vorsitzender des Aufsichtsrats der SAP SE
(Kurzform: Prof. Hasso Plattner)

Go to [SAP.com](https://www.sap.com) for a comprehensive list of members of the SAP Supervisory Board.

BOARD AREA: OFFICE OF THE CEO

Bill McDermott

CEO and Member of the Executive Board of SAP SE
(Short: CEO of SAP SE or on a title slide CEO, SAP SE)

Bill McDermott

Vorstandssprecher der SAP SE

BOARD AREA: CLOUD BUSINESS GROUP

Robert Enslin

Member of the Executive Board of SAP SE
President, Cloud Business Group

Robert Enslin

Mitglied des Vorstands der SAP SE
President, Cloud Business Group

BOARD AREA: SAP DIGITAL BUSINESS SERVICES

Michael Kleinemeier

Member of the Executive Board of SAP SE
SAP Digital Business Services

Michael Kleinemeier

Mitglied des Vorstands der SAP SE
SAP Digital Business Services

Bernd Leukert

Member of the Executive Board of SAP SE
SAP Digital Business Services

Bernd Leukert

Mitglied des Vorstands der SAP SE
SAP Digital Business Services

BOARD AREA: GLOBAL CUSTOMER OPERATIONS (GCO)

Adaire Fox-Martin

Member of the Executive Board of SAP SE
Global Customer Operations

Adaire Fox-Martin

Mitglied des Vorstands der SAP SE
Global Customer Operations

Jennifer Morgan

Member of the Executive Board of SAP SE
Global Customer Operations

Jennifer Morgan

Mitglied des Vorstands der SAP SE
Global Customer Operations

BOARD AREA: GLOBAL FINANCE & ADMINISTRATION (GFA)

Luka Mucic

Member of the Executive Board of SAP SE
Chief Financial Officer

Luka Mucic

Finanzvorstand der SAP SE

BOARD AREA: HUMAN RESOURCES (HR)

Stefan Ries

Member of the Executive Board of SAP SE
Chief Human Resources Officer

Stefan Ries

Mitglied des Vorstands der SAP SE
Chief Human Resources Officer

Note: Include the title "Labor Relations Director" if Stefan is acting and/or signing in this function, such as on the SAP.com Web site, in the notes/appendix of the annual report, as well as in any official employee report.

Hinweis: Der Titel „Arbeitsdirektor“ wird hinzugefügt, wenn Stefan in dieser Rolle auftritt und/oder unterzeichnet, zum Beispiel auf der offiziellen Webseite SAP.com, im Anhang des Geschäftsberichts, im Personal- und Sozialbericht.

BOARD AREA: INTELLIGENT ENTERPRISE GROUP

Christian Klein

COO and Member of the Executive Board of SAP SE

Christian Klein

COO und Mitglied des Vorstands der SAP SE

BOARD AREA: TECHNOLOGY & INNOVATION

Jürgen Müller

Member of the Executive Board of SAP SE
Chief Technology Officer

Jürgen Müller

Mitglied des Vorstands der SAP SE
Chief Technology Officer

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Communication Guidelines for Official Titles

SAP Supervisory Board and SAP Executive Board

Brand Voice
January 2019

INTERNAL

Introduction

This document provides the official titles of SAP Executive Board members, other executives, and examples for the use of these titles in English and German.

The SAP Executive Board is the official governing body of SAP SE, overseeing and deciding on the activities of the company. Subject to European company law, the SAP Executive Board is committed to the interests of SAP and bound by company policy. It provides the SAP Supervisory Board with regular and comprehensive reports about all essential issues of business, corporate strategy, and potential risks.

Note – Use of company name SAP versus SAP SE:

Internal – Use “SAP Executive Board”

External – Use “Executive Board of SAP SE” with the official name of the company in external texts, press releases, and other materials.

Business cards – Due to space restrictions, you can use the short form “Executive Board, SAP SE” instead of “Member of ...” on business cards if necessary.

Additional references and biographies:

- SAP.com – about SAP: [English/German](#)
- SAP Corporate Portal: [/go/whoiswho](#)

U.S. English spelling rules

TITLES WITH NAME

- **Capitalize titles in signature format or after a comma following the name in formal contexts**, such as in lists of speakers in agendas, in our Integrated Report, when the title is shown in a video, or under call-out quotes:

Examples:

(business card)

Bill McDermott

CEO and Member of the Executive Board of SAP SE

(formal contexts/lists)

Hasso Plattner, Chairman of the Supervisory Board of SAP SE

Bill McDermott, CEO and Member of the Executive Board of SAP SE

- **Always capitalize when the title is directly before the name (no comma).**

Examples:

... Chairman Professor Hasso Plattner said ...

- **Do not capitalize after the name in running text/in sentence constructions.**

Examples:

...said Hasso Plattner, chairman of the Supervisory Board of SAP SE.

XY is CEO/senior vice president of the company ...

Bill McDermott, the current CEO and member of the Executive Board of SAP SE, announced ...

TITLES WITHOUT THE NAME

- **Do not capitalize titles in general use or when used without the person's name**

Examples:

president, vice president, manager, head of the department

The vice president of this line of business is responsible for ...

SAP Supervisory Board

Go to [SAP.com](https://www.sap.com) for a comprehensive list of members and biographies.

[English version](#)

[German version](#)

Hasso Plattner



Title	External	Internal
English	Professor Hasso Plattner Chairman of the Supervisory Board of SAP SE	Hasso Plattner Chairman of the SAP Supervisory Board
German	Prof. Dr. h. c. mult. Hasso Plattner Vorsitzender des Aufsichtsrats der SAP SE	Hasso Plattner Vorsitzender des Aufsichtsrats

Examples	External	Internal
English	<p>Capitalize title when directly before the name in running text or when included in lists, videos, agendas:</p> <ul style="list-style-type: none"> • Chairman Hasso Plattner said ... • Professor Hasso Plattner, Chairman of the Supervisory Board of SAP SE <p>Lowercase title in running text and clauses:</p> <ul style="list-style-type: none"> • Professor Hasso Plattner, the current chairman of the Supervisory Board of SAP SE, ... • ...as Professor Hasso Plattner, chairman of the Supervisory Board of SAP SE, said... 	<p>Capitalize title when directly before the name in running text or when included in lists, videos, agendas:</p> <ul style="list-style-type: none"> • Chairman Hasso Plattner said ... • ... Hasso Plattner, Chairman of the SAP Supervisory Board <p>Lowercase title in in running text and clauses:</p> <ul style="list-style-type: none"> • Hasso Plattner, the current chairman of the SAP Supervisory Board, ... • ...as Professor Hasso Plattner, chairman of the SAP Supervisory Board, said...
German	–	–

Notes

- We do not include academic titles in internal communications.
- Include academic title in external communications on first mention of the name; after first mention use only the name
- If space is limited, you can use “Prof.”
- Hasso prefers “chairman” to “chairperson”

Hinweise

- In der internen Kommunikation nennen wir keine akademischen Titel.
- In der externen Kommunikation verwenden wir akademische Titel bei der ersten Nennung des Namens, im weiteren Textverlauf nur den Namen.

SAP Executive Board

Go to [SAP.com](https://www.sap.com) for additional information and biographies.

[English Version](#)

[German Version](#)

Bill McDermott



Board area:
Office of the CEO

Title	External	Internal
	English	<p>Bill McDermott CEO and Member of the Executive Board of SAP SE</p> <p>Short forms: CEO of SAP SE CEO, SAP SE SAP CEO</p>
German	<p>Bill McDermott Vorstandssprecher der SAP SE</p>	<p>Bill McDermott Vorstandssprecher</p>
Examples	External	Internal
	English	<p>Capitalize title when directly before the name in running text or when included in lists, videos, agendas:</p> <ul style="list-style-type: none"> • CEO Bill McDermott said ... • Bill McDermott, CEO and Member of the Executive Board of SAP SE <p>Lowercase in running text:</p> <ul style="list-style-type: none"> • As CEO and member of the ..., Bill McDermott is responsible ... • Bill McDermott, CEO and member of the Executive Board of SAP SE, said ...
German	Im Deutschen wird der Titel immer groß geschrieben.	Im Deutschen wird der Titel immer groß geschrieben.

Notes

- Name: Use “Bill,” not William
- Bill signs internal e-mails with his first name.

Hinweise

- Name: Bill, nicht William
- Im Deutschen nicht CEO, sondern Vorstandssprecher
- Interne E-Mails unterschreibt Bill mit Vornamen.

Robert Enslin



Board area:
Cloud Business
Group

Title	External	Internal
English	Robert Enslin Member of the Executive Board of SAP SE President, Cloud Business Group	Rob Enslin Member of the SAP Executive Board President, Cloud Business Group
German	Robert Enslin Mitglied des Vorstands der SAP SE President, Cloud Business Group	Rob Enslin Mitglied des Vorstands President, Cloud Business Group

Examples	External	Internal
English	Robert Enslin is a member of the Executive Board of SAP SE. His leadership includes creating and managing a completely integrated cloud portfolio to further scale and accelerate SAP's long-term business strategy.	Rob Enslin is a member of the SAP Executive Board. Rob's leadership includes managing SAP's cloud business ...
German	Robert Enslin ist Mitglied des Vorstands der SAP SE. Er verantwortet die Konzeption und Steuerung eines integrierten Cloud-Portfolios, um die Umsetzung der langfristigen Geschäftsstrategie der SAP zu stärken und voranzutreiben.	Rob Enslin ist Mitglied des Vorstands und leitet das Cloudgeschäft der SAP. Rob ist verantwortlich für ...

Notes

- Use "Rob" in internal communications
- Rob signs internal e-mails with his first name.

Hinweise

- Intern: Rob
- Interne E-Mails unterschreibt Rob mit Vornamen.

Adaire Fox-Martin



Board area:
Global Customer
Operations (GCO)

Title	External	Internal
English	Adaire Fox-Martin Member of the Executive Board of SAP SE Global Customer Operations	Adaire Fox-Martin Member of the SAP Executive Board Global Customer Operations
German	Adaire Fox-Martin Mitglied des Vorstands der SAP SE Global Customer Operations	Adaire Fox-Martin Mitglied des Vorstands Global Customer Operations

Examples	External	Internal
English	Adaire Fox-Martin is a member of the Executive Board of SAP SE and responsible for Global Customer Operations. She leads SAP's business in EMEA, MEE, and Greater China with a focus on customer success, working closely with development and support leaders while overseeing SAP's industry go-to-market efforts and field execution.	Adaire Fox-Martin is a member of the SAP Executive Board and responsible for Global Customer Operations. Adaire co-leads the board area together with Jennifer Morgan ...
German	Adaire Fox-Martin ist Mitglied des Vorstands der SAP SE und leitet gemeinsam mit Jennifer Morgan die Vertriebsorganisation. Mit konsequenter Ausrichtung auf den Erfolg der Kunden leitet sie das Geschäft der SAP in den Regionen EMEA, MEE, und Großchina. Dabei arbeitet sie eng mit den Entscheidern von Entwicklung und Support zusammen.	Adaire Fox-Martin ist Mitglied des Vorstands und leitet gemeinsam mit Jennifer Morgan die Vertriebsorganisation. Adaire ist verantwortlich für ...

Notes

- Use "Adaire" in internal communications
- Adaire signs internal e-mails with her first name.

Hinweise

- Intern: Adaire
- Interne E-Mails unterschreibt Adaire mit Vornamen.

Christian Klein



Board area:
Intelligent Enterprise
Group

Title	External	Internal
English	Christian Klein COO and Member of the Executive Board of SAP SE	Christian Klein COO and Member of the SAP Executive Board
German	Christian Klein COO und Mitglied des Vorstands der SAP SE	Christian Klein COO und Mitglied des Vorstands
Examples	External	Internal
English	Christian Klein is Chief Operating Officer and a Member of the Executive Board of SAP SE. Leading the Intelligent Enterprise Group, he combines his global responsibility for the development and delivery of SAP's core applications with his cross-board area mandate for SAP's global business operations.	Christian Klein is a member of the SAP Executive Board. He leads the Intelligent Enterprise Group. As chief operating officer (COO), he is responsible for ...
German	Christian Klein ist Chief Operating Officer und Mitglied des Vorstands der SAP SE. In seinem Vorstandsbereich, der Intelligent Enterprise Group, kombiniert Klein seine globale Verantwortung für die Entwicklung und Auslieferung von Kernanwendungen mit seinem vorstandsübergreifenden Mandat für Global Business Operations.	Christian Klein ist Mitglied des Vorstands und leitet den Bereich Intelligent Enterprise Group. Als Chief Operating Officer (COO), ...

Notes

- Use "Christian" in internal communications
- Christian signs internal e-mails with his first name.

Hinweise

- Intern: Christian
- Interne E-Mails unterschreibt Christian mit Vornamen.

Michael Kleinemeier



Board area:
SAP Digital
Business Services

Title	External	Internal
English	Michael Kleinemeier Member of the Executive Board of SAP SE SAP Digital Business Services	Michael Kleinemeier Member of the SAP Executive Board SAP Digital Business Services
German	Michael Kleinemeier Mitglied des Vorstands der SAP SE SAP Digital Business Services	Michael Kleinemeier Mitglied des Vorstands SAP Digital Business Services

Examples	External	Internal
English	Michael Kleinemeier is a member of the Executive Board of SAP SE. He leads the SAP Digital Business Services organization and is responsible for all service and support offerings of SAP.	Michael Kleinemeier is a member of the SAP Executive Board. He leads the SAP Digital Business Services organization and is responsible for all our service and support offerings.
German	Michael Kleinemeier ist Mitglied des Vorstands der SAP SE. Er leitet den Bereich SAP Digital Business Services und ist für alle Service- und Supportangebote der SAP verantwortlich.	Michael Kleinemeier ist Mitglied des Vorstands. Er leitet den Bereich SAP Digital Business Services und ist für unsere Service- und Supportangebote verantwortlich.

Note

- The Board area SAP Digital Business Services includes all service and support offerings from SAP.
- Michael signs internal e-mails with his first name.

Hinweis

- Der Vorstandsbereich SAP Digital Business Services umfasst alle Service- und Supportangebote der SAP.
- Interne E-Mails unterschreibt Michael mit seinem Vornamen.

Bernd Leukert



Board area:
SAP Digital
Business Services

Title	External	Internal
English	Bernd Leukert Member of the Executive Board of SAP SE SAP Digital Business Services	Bernd Leukert Member of the SAP Executive Board SAP Digital Business Services
German	Bernd Leukert Mitglied des Vorstands der SAP SE SAP Digital Business Services	Bernd Leukert Mitglied des Vorstands SAP Digital Business Services

Examples	External	Internal
English	Bernd Leukert is a member of the Executive Board of SAP SE with global responsibility for SAP's service and support offerings. In addition, he heads the strategic innovation services SAP Innovative Business Solutions and SAP HANA Enterprise Cloud that help SAP's customers with their innovation and cloud journeys.	Bernd Leukert is a member of the SAP Executive Board with global responsibility for SAP's service and support offerings ...
German	Bernd Leukert ist Mitglied des Vorstands der SAP SE mit globaler Verantwortung für das Service- und Supportportfolio der SAP. Darüber hinaus leitet er die strategischen Innovations-Services, SAP Innovative Business Solutions und SAP HANA Enterprise Cloud, die Kunden mit Innovations- und Cloud-Projekten unterstützen.	Bernd Leukert verantwortet als Mitglied des Vorstands alle Service- und Supportangebote...

Note

- The Board area SAP Digital Business Services includes all service and support offerings from SAP.
- Bernd signs internal e-mails with his first name.

Hinweis

- Der Vorstandsbereich SAP Digital Business Services umfasst alle Service- und Supportangebote der SAP.
- Interne E-Mails unterschreibt Bernd mit seinem Vornamen.

Jennifer Morgan



Board area:
Global Customer
Operations (GCO)

Title	External	Internal
English	Jennifer Morgan Member of the Executive Board of SAP SE Global Customer Operations	Jennifer Morgan Member of the SAP Executive Board Global Customer Operations
German	Jennifer Morgan Mitglied des Vorstands der SAP SE Global Customer Operations	Jennifer Morgan Mitglied des Vorstands Global Customer Operations

Examples	External	Internal
English	Jennifer Morgan is a member of the Executive Board of SAP SE and responsible for Global Customer Operations. She leads SAP's strategy, revenue and customer success in the Americas and Asia Pacific Japan regions.	Jennifer Morgan is a member of the SAP Executive Board and responsible for Global Customer Operations. Jennifer co-leads the board area together with Adaire Fox-Martin ...
German	Jennifer Morgan ist Mitglied des Vorstands der SAP SE und leitet gemeinsam mit Adaire Fox-Martin die Vertriebsorganisation. Sie ist verantwortlich für die Strategie, den Umsatz und den Kundenerfolg der SAP in den Regionen Amerika (Nordamerika, Lateinamerika, Karibik) und Asien-Pazifik-Japan.	Jennifer Morgan ist Mitglied des Vorstands und leitet gemeinsam mit Adaire Fox-Martin die Vertriebsorganisation. Jennifer ist verantwortlich für ...

Notes

- Use "Jennifer" in internal communications
- Jennifer signs internal e-mails with her first name.

Hinweise

- Intern: Jennifer
- Interne E-Mails unterschreibt Jennifer mit Vornamen.

Luka Mucic



Board area:
Global Finance &
Administration (GFA)

Title	External	Internal
English	Luka Mucic Member of the Executive Board of SAP SE Chief Financial Officer	Luka Mucic Member of the SAP Executive Board Chief Financial Officer
German	Luka Mucic Finanzvorstand der SAP SE	Luka Mucic Finanzvorstand

Examples	External	Internal
English	Luka Mucic is a member of the Executive Board of SAP SE. As the company's chief financial officer (CFO), he is responsible for all corporate financial activities of the company.	Luka Mucic is a member of the SAP Executive Board and CFO. Luka is responsible for all corporate financial activities ...
German	Luka Mucic ist Finanzvorstand der SAP SE. Er ist für sämtliche Finanzaktivitäten und die Verwaltung des Unternehmens verantwortlich.	Luka Mucic ist Finanzvorstand der SAP. Luka ist für sämtliche Finanzaktivitäten und ...

Notes

- Luka signs internal e-mails with his first name.

Hinweise

- Interne E-Mails unterschreibt Luka mit Vornamen.

Jürgen Müller



Board area:
Technology &
Innovation

Title	External	Internal
English	Jürgen Müller Member of the Executive Board of SAP SE Chief Technology Officer	Jürgen Müller Member of the SAP Executive Board Chief Technology Officer
German	Jürgen Müller Mitglied des Vorstands der SAP SE Chief Technology Officer	Jürgen Müller Mitglied des Vorstands Chief Technology Officer

Examples	External	Internal
English	Jürgen Müller is a member of the Executive Board of SAP SE, leading Technology and Innovation. As Chief Technology Officer (CTO), he is responsible for managing SAP's overall platform and technology development including SAP Cloud Platform and SAP HANA. In addition, he drives the incubation and adoption of intelligent technologies such as Analytics, Machine Learning, and IoT.	Jürgen Müller is a member of the SAP Executive Board and CTO. Jürgen leads the board area Technology & Innovation, including ...
German	Jürgen Müller ist Mitglied des Vorstands der SAP SE und leitet den Bereich Technologie und Innovation. Als Chief Technology Officer (CTO) ist er für die gesamte Plattform- und Technologieentwicklung der SAP verantwortlich, einschließlich der SAP Cloud Platform und SAP HANA. Zusätzlich treibt er die Einführung und Skalierung intelligenter Technologien wie Analytics, Machine Learning und IoT voran.	Jürgen Müller ist Mitglied des Vorstands und leitet den Bereich Technologie und Innovation. Als CTO ist Jürgen...

Notes

- In English, you can also use the spelling **Juergen Mueller**
- Jürgen signs internal e-mails with his first name

Hinweise

- Interne E-Mails unterschreibt Jürgen mit Vornamen.

Stefan Ries



Board area and responsibilities:

Human Resources (HR)

Labor Relations Director

Title	External	Internal
English	Stefan Ries Member of the Executive Board of SAP SE Chief Human Resources Officer	Stefan Ries Member of the SAP Executive Board Chief Human Resources Officer
German	Stefan Ries Mitglied des Vorstands der SAP SE Chief Human Resources Officer	Stefan Ries Mitglied des Vorstands Chief Human Resources Officer

Examples	External	Internal
English	Stefan Ries is a member of the Executive Board of SAP SE. As chief human resources officer and labor relations director he is responsible for SAP's global human resources. He was appointed to the Executive Board in April 2016.	Stefan Ries is a member of the SAP Executive Board and chief human resources officer. Stefan is responsible for ...
German	Stefan Ries, Chief Human Resources Officer und Arbeitsdirektor, ist weltweit für das Personalwesen der SAP verantwortlich und seit April 2016 Mitglied des Vorstands der SAP SE.	Stefan Ries ist Personalvorstand der SAP. Als Chief Human Resources Officer ist Stefan weltweit für das Personalwesen verantwortlich ...

Notes

- Stefan signs internal e-mails with his first name.

Hinweise

- Interne E-Mails unterschreibt Stefan mit Vornamen.