

# Guidelines for Official Titles: SAP Supervisory Board and SAP Executive Board September 2017

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.

The SAP Global Managing Board was established in May 2012 in addition to the SAP Executive Board and allowed SAP to appoint a broader range of global leaders to help steer the organization. It proved valuable, especially as we acquired new companies and evolved into a cloud business model. **NOTE: With entering a new phase in SAP's business, the Global Managing Board was discontinued in April 2016. We do no longer use this reference, nor that someone is "a former member of the Global Managing Board."**

#### 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)

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### Jim Hagemann Snabe

Member of the Supervisory Board of SAP SE

### Jim Hagemann Snabe

Mitglied des Aufsichtsrats der SAP SE

**Go to [SAP.com](http://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

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## 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

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## 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

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## BOARD AREA: DIGITAL BUSINESS SERVICES

### **Michael Kleinemeier**

Member of the Executive Board of SAP SE  
Digital Business Services

### **Michael Kleinemeier**

Mitglied des Vorstands der SAP SE  
Digital Business Services



## BOARD AREA: PRODUCTS & INNOVATION (P&I)

### **Bernd Leukert**

Member of the Executive Board of SAP SE  
Products & Innovation

### **Bernd Leukert**

Mitglied des Vorstands der SAP SE  
Produkte & Innovation

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## 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

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## 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.

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# Communication Guidelines for Official Titles

## SAP Supervisory Board and SAP Executive Board

Brand Voice  
September 2017

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.

The SAP Global Managing Board was established in May 2012 in addition to the SAP Executive Board and allowed SAP to appoint a broader range of global leaders to help steer the organization. It proved valuable, especially as we acquired new companies and evolved into a cloud business model. **NOTE: With entering a new phase in SAP's business, the Global Managing Board was discontinued in April 2016. We do no longer use this reference, nor that someone is "a former member of the Global Managing Board."**

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## 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	<b>Professor Hasso Plattner</b> Chairman of the Supervisory Board of SAP SE	<b>Hasso Plattner</b> Chairman of the SAP Supervisory Board
German	<b>Prof. Dr. h. c. mult. Hasso Plattner</b> Vorsitzender des Aufsichtsrats der SAP SE	<b>Hasso Plattner</b> 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"> <li>• Chairman Hasso Plattner said ...</li> <li>• Professor Hasso Plattner, Chairman of the Supervisory Board of SAP SE</li> </ul> <p>Lowercase title in running text and clauses:</p> <ul style="list-style-type: none"> <li>• Professor Hasso Plattner, the current chairman of the Supervisory Board of SAP SE, ...</li> <li>• ...as Professor Hasso Plattner, chairman of the Supervisory Board of SAP SE, said...</li> </ul>	<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"> <li>• Chairman Hasso Plattner said ...</li> <li>• ... Hasso Plattner, Chairman of the SAP Supervisory Board</li> </ul> <p>Lowercase title in in running text and clauses:</p> <ul style="list-style-type: none"> <li>• Hasso Plattner, the current chairman of the SAP Supervisory Board, ...</li> <li>• ...as Professor Hasso Plattner, chairman of the SAP Supervisory Board, said...</li> </ul>
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.



# Jim Hagemann Snabe



Title	External	Internal
English	<b>Jim Hagemann Snabe</b> Member of the Supervisory Board of SAP SE	<b>Jim Hagemann Snabe</b> Member of the SAP Supervisory Board
German	<b>Jim Hagemann Snabe</b> Mitglied des Aufsichtsrats der SAP SE	<b>Jim Hagemann Snabe</b> Mitglied 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"> <li>• Supervisory Board Member Jim Hagemann Snabe said ...</li> <li>• Jim Hagemann Snabe, Member of the Supervisory Board of SAP SE</li> </ul> <p>Lowercase in running text:</p> <ul style="list-style-type: none"> <li>• As member of the Supervisory Board of SAP SE, Jim Hagemann Snabe is responsible ...</li> <li>• ...as Jim Hagemann Snabe, member of the Supervisory Board of SAP SE, said ...</li> </ul>	<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"> <li>• Supervisory Board Member Jim Hagemann Snabe said ...</li> <li>• Jim Hagemann Snabe, Member of the SAP Supervisory Board</li> </ul> <p>Lowercase in running text:</p> <ul style="list-style-type: none"> <li>• As member of the SAP Supervisory Board, Jim is responsible ...</li> <li>• ...as Jim Hagemann Snabe, member of the SAP Supervisory Board, said ...</li> </ul>
German	–	–

## Notes

- Do not abbreviate the name Hagemann, not H.

## Hinweise

- Hagemann nicht zu H. abkürzen

# 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
	<b>English</b>	<p><b>Bill McDermott</b> CEO and Member of the Executive Board of SAP SE</p> <p>Short forms: CEO of SAP SE CEO, SAP SE SAP CEO</p>
<b>German</b>	<p><b>Bill McDermott</b> Vorstandssprecher der SAP SE</p>	<p><b>Bill McDermott</b> Vorstandssprecher</p>
Examples	External	Internal
	<b>English</b>	<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"> <li>• CEO Bill McDermott said ...</li> <li>• Bill McDermott, CEO and Member of the Executive Board of SAP SE</li> </ul> <p>Lowercase in running text:</p> <ul style="list-style-type: none"> <li>• As CEO and member of the ..., Bill McDermott is responsible ...</li> <li>• Bill McDermott, CEO and member of the Executive Board of SAP SE, said ...</li> </ul>
<b>German</b>	–	–

## 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
<b>English</b>	<b>Robert Enslin</b> Member of the Executive Board of SAP SE President, Cloud Business Group	<b>Rob Enslin</b> Member of the SAP Executive Board President, Cloud Business Group
<b>German</b>	<b>Robert Enslin</b> Mitglied des Vorstands der SAP SE President, Cloud Business Group	<b>Rob Enslin</b> Mitglied des Vorstands President, Cloud Business Group

Examples	External	Internal
<b>English</b>	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 ...
<b>German</b>	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	<b>Adaire Fox-Martin</b> Member of the Executive Board of SAP SE Global Customer Operations	<b>Adaire Fox-Martin</b> Member of the SAP Executive Board Global Customer Operations
German	<b>Adaire Fox-Martin</b> Mitglied des Vorstands der SAP SE Global Customer Operations	<b>Adaire Fox-Martin</b> 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 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 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.

# Michael Kleinemeier



Board area:  
Digital Business  
Services

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

Examples	External	Internal
English	Michael Kleinemeier is a member of the Executive Board of SAP SE. He leads the 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 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 Digital Business Services und ist für alle Service- und Supportangebote der SAP verantwortlich.	Michael Kleinemeier ist Mitglied des Vorstands. Er leitet den Bereich Digital Business Services und ist für unsere Service- und Supportangebote verantwortlich.

## Note

- The Board area Digital Business Services includes all service and support offerings from SAP.

## Hinweis

- Der Vorstandsbereich Digital Business Services umfasst alle Service- und Supportangebote der SAP.

# Bernd Leukert



Board area:  
Products & Innovation

Title	External	Internal
English	<b>Bernd Leukert</b> Member of the Executive Board of SAP SE Products & Innovation	<b>Bernd Leukert</b> Member of the SAP Executive Board Products & Innovation
German	<b>Bernd Leukert</b> Mitglied des Vorstands der SAP SE Produkte & Innovation	<b>Bernd Leukert</b> Mitglied des Vorstands Produkte & Innovation

Examples	External	Internal
English	Bernd Leukert is a member of the Executive Board of SAP SE, leading all products and innovation ...	Bernd Leukert is a member of the SAP Executive Board, leading all products and innovation. Bernd is responsible for ...
German	Bernd Leukert verantwortet als Mitglied des Vorstands der SAP SE alle Produkte und Innovationen ...	Bernd Leukert verantwortet als Mitglied des Vorstands alle Produkte und Innovationen. Bernd leitete ...

## Notes

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

## Hinweise

- Interne E-Mails unterschreibt Bernd mit seinem Vornamen.

# Jennifer Morgan



Board area:  
Global Customer  
Operations (GCO)

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

Examples	External	Internal
<b>English</b>	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 North America, Latin America, 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 ...
<b>German</b>	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 Nordamerika, Lateinamerika 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	<b>Luka Mucic</b> Member of the Executive Board of SAP SE Chief Financial Officer	<b>Luka Mucic</b> Member of the SAP Executive Board Chief Financial Officer
German	<b>Luka Mucic</b> Finanzvorstand der SAP SE	<b>Luka Mucic</b> 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 and has served in this function since July 2014.	Luka Mucic is a member of the SAP Executive Board and CFO. Since July 2014, Luka is responsible for all corporate financial activities ...
German	Luka Mucic ist Finanzvorstand der SAP SE. Er ist seit dem 1. Juli 2014 für sämtliche Finanzaktivitäten und die Administration des Unternehmens verantwortlich.	Luka Mucic ist Finanzvorstand der SAP. Seit 1. Juli 2014 ist Luka für sämtliche Finanzaktivitäten und ...

## Notes

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

## Hinweise

- Interne E-Mails unterschreibt Luka mit Vornamen.

# Stefan Ries



Board area and responsibilities:  
 Human Resources (HR)  
 Labor Relations Director

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