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Inspire trust.

Anja Schneider

Date of birth: 26 August 1976 in Pforzheim
Nationality: German

Senior Vice President,
Head of Customer Engagement & Adoption, MEE, SAP SE
Member of the Supervisory Board of TÜV SÜD AG since 2025

Key areas of expertise

- Business experience (many years of international management experience)
- Digitization and AI
- Strategy and transformation management
- R&D and innovation (management)
- Sales and customers

Board memberships

Memberships in mandatory supervisory boards in Germany as well as in comparable supervisory bodies or committees of business enterprises in Germany and other countries

- Goldbeck Solar GmbH, Member of External Advisory Board
- TÜV SÜD Aktiengesellschaft, member of the Supervisory Board

Education and professional career

- **Since 2026**
Senior Vice President, Head of Customer Engagement & Adoption, MEE, SAP SE, Walldorf
- **Since 2024**
Senior Vice President, Global Head of Premium Engagement & Advisory, Customer Services & Delivery, SAP SE, Walldorf
- **2021 - 2024**
Senior Vice President & Chief Operating Officer, Development - Executive Board Area Technology & Innovation, SAP SE, Walldorf
- **2021 - 2024**
Member of the Supervisory Board
Independent Board Member, Volue AS, Oslo
- **2014 - 2021**
Various executive positions for development platform business division; most recently: Senior Vice President, Head of Customer Innovation, SAP SE, Walldorf
- **2009 - 2014**
Internal Strategic Consultant Chief Expert Business Development, Sales, Strategy, Innovations, GoToMarket and Development
- **2000 - 2008**
Presales Expert & Industry Advisor
Technology for Automotive, Public-Sector Utilities, Telco, SAP Deutschland AG & Co. KG
- **2000:** Public administration and business studies, University of Applied Sciences, Ludwigsburg