

Jonathan Becher

Senior Vice President Marketing, SAP



Jonathan Becher is senior vice president of Large Enterprise Marketing, including industry, solution, platform, partner, and services marketing. In this role, he is responsible for championing SAP's strategy of helping organizations close the gap between strategy and execution so that they can optimize business performance. Becher reports dually to Marty Homlish, global chief marketing officer of SAP AG, and John Schwarz, member of the Executive Board of SAP AG.

Becher is a frequent speaker at industry events, an active member of the enterprise applications community, and author of multiple papers on a wide range of subjects, including a [popular blog](#).

Becher joined SAP from its 2007 acquisition of Pilot Software, where he was president and chief executive officer. Prior to leading Pilot Software, Becher was CEO and president of Accrue Software, the leading Web site analytics company, and president, CEO and co-founder of NeoVista Software, a pioneer in the predictive analytics and data mining markets. Earlier in his career, Becher held a variety of senior roles at MasPar Computer Corporation.

Becher holds a master's degree in computer science from Duke University in North Carolina, and a bachelor's degree in computer engineering from the University of Virginia.