



Simon Dale
Senior Vice President, Solutions
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Simon Dale is a member of the regional Senior Executive Team of SAP in Asia Pacific Japan. As Senior Vice President, Simon is responsible for driving strategy, regional business development, and sales of all SAP solutions beyond the traditional ERP business, including the acquisitions from Business Objects and Sybase. Simon's teams are focused on delivering the platform for accelerated business innovation to increase flexibility and agility for our customers as well as managing and governing an organization at all levels.

Based in SAP Asia's headquarters in Singapore, Simon has worked extensively in major Asia Pacific countries for the last ten years.

Simon had worked at TopTier Software in Europe for three years prior to its acquisition by SAP in 2001.

A veteran of 20 years in the IT industry, Simon holds a BSc in Computing Science from Staffordshire University, UK. Simon's interests include Golf, Travel, and participating in sprint triathlons.