

# **Nicholas Kontopoulos**

**Senior Director | Global Marketing | CRM LoB Customer at SAP**

Singapore, , SG

Nicholas Kontopoulos is a Senior Director of Global CRM Marketing at SAP

---

## **Biography**

As part of the SAP Global CRM Solution Marketing team, Nicholas is responsible for developing the SAP go-to-customer strategy for both SAP Multi Channel solution portfolio as well SAPs Asia, Pacific and Japan CRM GTM. As a successful professional, Nicholas is passionate about developing innovative go-to-customer strategies, which break with the 'Status Quo' and deliver customers fresh and creative solutions that create real competitive advantage. With 20 years of experience working across a number of Industries at a country, regional and global level, Nicholas has developed a proven record of accomplishment in meeting and exceeding his goals. Specialties: Digital Marketing, Global and Regional Marketing, Strategic Sales, Business Development, Enterprise Mobility, CRM Technology, Social Media, BPO, Design thinking, Customer Experience Management, Alliance Management, Presenting & Public Speaking, Strategy Development

---

## **Availability**

Keynote, Panelist

---

## **Industry Expertise**

Insurance, Advertising/Marketing, Information Technology and Services, Social Media, Computer Software, IT Services/Consulting, Financial Services, Business Services

---

## **Areas of Expertise**

CRM, Customer Experience Management, Business Strategy, Social Media, Enterprise Mobility, Mobility

---

## **Sample Talks**

### **From Customer Loyalty to Brand Advocacy**

We live in a world of 'digital immersion' and today's customers don't see your company through a channel-focused lens ? they view the experience they have as 'one experience', irrespective of channel. This presentation will explore the challenges that not only lay ahead, but also probe some ideas on how you can foster the type of engagement which moves beyond the traditional view of customer loyalty and into the world of cultivating fanatical brand advocacy.

**One customer, one enterprise, one experience Integrating customers into the enterprise**

Saying you are customer centric is easy, however, delivering a truly outstanding customer experience requires more than marketing fluff. This presentation will explore the topic of Customer Experience and what it means to your customers and your enterprise in today's competitive landscape.

---

**Education**

Cass Business School  
Masters EMBA

---

[Please click here to view the full profile.](#)

This profile was created by [Expertfile.](#)