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Brad Berkey **Global Business Strategy**

Brad is responsible for leading business strategy for emerging markets and industries. In this role Brad works across Microsoft's Engineering disciplines developing customer engagement and partner strategies.

Prior to moving to engineering Brad was responsible for Microsoft's Word Wide SAP COE Organization. In this role, Brad managed the WW SAP Sales organization, GTM and Partner teams, engaging our top Customers, Partners and Field Sales Leadership around Microsoft's SAP Business. In addition, Brad was the Executive Sales Sponsor for Microsoft to SAP Brad was responsible for the Americas SAP Center of Excellence, where he led complex sales engagements.

Before joining Microsoft, Brad spent 8 years at SAP in various roles, including, Sr Director of SAP Global Alliances, where he was responsible for the Intel, Microsoft and Hewlett Packard partnerships. Brad has held leadership roles ranging from VP of Channel Sales/Consulting and Senior Director of Emerging Markets for companies including Arzoon and Oracle respectively.

Brad also spent 6 years working for the Federal Government at UCLLNL as an engineer and has over 30 years in the Technology sector.

Today Brad resides in Sacramento CA, with his wife and 2 children.