

# Carlos A. Estala Velasco

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## EXECUTIVE SUMMARY

Strategic and results-driven executive with a proven track record in driving innovation, enterprise architecture, and global partnerships. As the **Global Co-Lead for SAP AppHaus Network Partners and SAP Enterprise Architect**, I lead the development and execution of SAP's innovation strategy, enabling business transformation through AI, Generative AI, and SAP Business Technology Platform (BTP).

Supported key SAP customers like Cirque du Soleil in their initial Accounts Payable project using Business AI and Generative AI, assisting with integration efforts (API's via BTP Destinations and Cloud Connector) to ensure a successful production launch later this month.

My leadership extends across global markets, fostering high-impact collaborations with partners in North America, EMEA, MEE, APJ, and ANZ. Recognized as an SAP Catalyst Employee for three consecutive years, I am committed to delivering exceptional business value through cutting-edge technology and human-centered innovation.

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## PROFESSIONAL EXPERIENCE

### SAP LABS LLC

Nov2024 to Present

**Global Co-Lead, SAP AppHaus Network Partners & Enterprise Architect.**

- Define and drive the global SAP AppHaus **Network strategy**, accelerating **partner innovation** and **adoption of SAP BTP**.
- Spearheaded the **establishment of innovation spaces** in North America (Houston, Minneapolis) and LATAM, with upcoming expansion to the East Coast, fostering strategic co-innovation ecosystems.
- Directly influenced SAP's **go-to-market strategy**, aligning global partners with SAP's AI and cloud solutions to drive transformative business use cases.
- Key architect behind **business AI workshops**, integrating Generative AI and Large Language Models (LLMs) to enhance automation, integration, and AI-driven enterprise solutions.
- Cultivated deep relationships with key global partners, leading to successful SAP 2024 Innovation Awards submissions and preparing material for the upcoming SAPPHIRE 2025.
- As SAP EA I Led innovation through AI Agents and **API integrations** with backend systems, providing customers with my expertise in Solution Concept, Solution Realization, Conceptual Data Diagrams, Software Distribution Diagrams, and Architectural Decisions.

**SAP LABS LLC****Feb 2023 to Oct 2024****Regional Lead** for NA and LAC & SAP AppHaus Network Partners & Enterprise Architect.

- Extending the AppHaus Partner network in LAC Region and defining the new strategy for existing Partner in North America.
- Led strategic engagements with **high-profile customers** such as **NBA, Cirque du Soleil, Mercado Libre, Petrobras, and Claro**, advising on **AI, cloud transformation, and digital strategy**.
- Played a pivotal role in **AI-driven digital transformation initiatives**, driving the adoption of SAP AI Agents and foundational AI models.
- Instrumental in the **development and deployment of AI workshops** for customers and SAP internal teams, ensuring **AI readiness and implementation excellence**. <https://apphaus.sap.com/resource/business-ai-explore-workshop>

**SAP LABS LLC****Aug 2018 to Jan 2023****SAP IT Principal Consultant**, GCS Global Cloud Services

- Led **SAP BTP and Hyperscaler adoption** for enterprise customers, integrating **Google Cloud Platform and real-user system monitoring**.
- Delivered impactful **cloud service strategies**, optimizing **business operations and scalability**.
- **Monitoring & Observability Service for the GCS team**: Built an internal Monitoring & Observability Management service enabling SAP developers to correlate metrics, logs, and traces with Dynatrace Managed, SAP-CP Kyma, and Splunk. Introduced AIOps automation using Terraform and StackStorm for self-healing operations and performance tracking via SLIs/SLOs.
- **F Kubernetes (K8S) & Cloud Infrastructure**: Led K8S cluster deployment and maintenance for internal projects on GCP Galaxy, utilizing Google Partner Interconnect for SAP Converged Cloud. Managed OS Docker image deployment, service planning, and billing.

**SAP LABS LLC****Mar 2013 to Jul 2018****SAP IT SAP IT Technology Senior Consultant**, GCS Global Cloud Services

- Led the implementation and delivery of SAP internal systems for the Palo Alto development teams, integrating them with SAP BTP applications (formerly HANA Cloud Platform). This included leading the migration of SAP ECC, ERP, BW, and PI/PO systems to newer versions in coordination with global teams in India and Germany. As a result, we successfully executed PoCs that played a key role in the SAP HANA Database release to the market.
- **Incident Management Optimization**: Designed and implemented the Very High Incident Management process using PagerDuty, reducing MTTA/MTTR

through automation and integrating SAP Focused Run, Dynatrace, and Splunk. Led ServiceNow ITSM integration for automated ticketing and developed executive-level API analytics reports for issue resolution improvements.

## **SAP MEXICO**

**Mar 2010 to Feb 2013**

### **Technical Quality Manager, SAP Active Global Support, SAP MaxAttention**

- Directed enterprise IT transformation projects for **SAP's top-tier customers**, including **Coca-Cola Femsa and Palacio de Hierro**.
- Managed high-stakes **stakeholder communications and agile project delivery**, ensuring customer success and digital acceleration.
- SAP Implementation & Safeguarding: Led installation, configuration, and safeguarding of Financial ERP, Retail, and HR systems while delivering SAP AGS services. Gained expertise in SAP HANA (single & multi-tenancy), SAP Process Integration, System Migrations, MS Cluster, Database Standby, and SAP virtualization across five SAP HANA implementation projects.
- Involved in BW-HANA Migration, leading the project with SAP AGS and responsible for the Quality Gates of the project.

## **SAP MEXICO**

**Mar 2007 to Feb 2010**

### **SAP Contractor – Database Manager Administrator, Global DBA**

Mexico - "Eficiencia en Productividad, S.A. de C.V."

- **SAP Hosting & Database Administration:** Provided 2nd-level support for SAP Hosting databases in Germany and the US, serving as SPOC for PSS Development in Ireland & India.
- **System Migrations & Installations:** Led productive system migrations, including No-Unicode to Unicode transitions, SAP single/double stack installations, and SAP Early Watch Alert configurations.
- **Certifications & Expertise:** Earned SAP NetWeaver '04 certification, managed multiple databases (IBM DB2, MaxDB, Oracle, MSSQL, MySQL), and performed performance analysis, system upgrades, and SAP migrations.

## **STELLANTIS – Former CHRYSLER MEXICO**

**Sep 2002 to Feb 2007**

### **E-Business & E-Connect Lead – Database Manager Administrator, Global DBA**

- Spearheaded the migration of **legacy enterprise systems** to **cloud-based architectures**, enhancing operational efficiency and scalability.

## **STARTUP EXPERIENCE**

### **Moredata (Lisboa, Portugal)**

**Sep 2001 to Aug 2002**

- Early-career **developer and database specialist (DB2/Informix)**, building **internet solutions for Portugal Telecom** and driving **digital-first innovation in Mexico**.

## **Intelligas (Mexico)**

**Sep 2000 to Aug 2001**

- Early-career Linux & Database Specialist: Developed transportation applications in Mexico using Informix, radio frequency devices, and early internet access.
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## **KEY COMPETENCIES**

- Executive Leadership & Global Strategy
  - Enterprise Architecture & Digital Transformation
  - AI & Generative AI Innovation
  - Cloud Solutions & SAP BTP
  - Partner Ecosystem Development
  - Design Thinking & Human-Centered Innovation
  - Business Process Optimization
  - Hyperscaler Integration (Google Cloud, AWS, Azure)
  - High-Profile Stakeholder Engagement
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## **EDUCATION & CERTIFICATIONS**

- Master's in Information Systems
  - Bachelor's in Business Management
  - SAP Enterprise Architecture
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## **LANGUAGES**

- English: Fluent
  - Spanish: Native
  - Portuguese (Brasil): Fluent
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## **PERSONAL INTERESTS**

- Artistic Painting (<http://www.estala.com>)
- Swimming
- Road Biking