



JOHANNES ENGELKE

CUSTOMER EXPERIENCE

PROFILE

I am a Customer Experience Consultant and former SAP Product Manager with deep expertise in SAP Sales and Service Cloud V2, cloud-native architectures, and agile product development. Over the years, I have successfully led cross-functional teams, enabled early product adoption, and helped partners and customers drive tangible business outcomes through modern CRM solutions. My experience spans both technical and strategic domains, allowing me to connect product vision with real-world execution.

I specialize in guiding organizations through complex transformation initiatives—whether it's implementing extensibility strategies, onboarding early adopters, or shaping scalable enablement programs. My approach is pragmatic and outcome-oriented, built on strong stakeholder collaboration, clear prioritization, and a deep understanding of customer and partner needs within the SAP ecosystem.

WORK EXPERIENCE

Freelancer

2025 - now

Independent Customer Experience Consultant

I help businesses elevate their customer experience through SAP Sales and Service Cloud V2. With deep expertise in early product adoption, cloud-native solutions, and agile leadership, I enable companies to maximize their CRM potential and drive business success.

Key services include:

- Advisory for SAP Sales and Service Cloud V2 implementation and optimization
- Enablement of early adopters and partners through tailored guidance
- Design of extensibility strategies (side-by-side and in-app)
- Agile and cloud-native transformation consulting

SAP SE

2020 - 2024

Expert Product Manager SAP Sales and Service Cloud

Led product efforts and organizational transformation across SAP Sales and Service Cloud V2 and Cloud for Customer. Unified teams into a single agile organization and supported early adopters in go-lives. Influenced technical and strategic execution across partner enablement, analytics, DevOps, and extensibility.

Key Achievements:

- Enabled go-live of first three Early Adoption Customers of SAP Service Cloud V2.
- Designed and implemented a training curriculum to onboard partners for side-by-side extensions.
- Unified fragmented development and AI teams into one agile unit.
- Led SAP Analytics Cloud content creation using Design Thinking methodologies.
- Guided DevOps workstream and improved team delivery processes through cloud-native best practices.

CONTACT

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EDUCATION

2024-now

Technical University Munich (TUM)

- Executive MBA in Innovation and Business Creation

2020

UnternehmerTUM

- Digital Product School (DPS),
Product Lead

2007-2013

AKAD Fernhochschule

- Diploma (FH) Business
Informatics

2005-2008

Siemens Professional Education & BG-Phoenixics

- Fachinformatiker
Systemintegration
- Fachberater Integrierter
Systeme

SKILLS

Professional

- Customer Engagement
- Early Product Adoption
- Cloud Native
- Test Driven Development

Methodical

- Design Thinking
- AI Product Management
- Lean Startup
- Agile Leadership

LANGUAGES

- German (Fluent)
- English (Fluent)

SAP Hybris GmbH

2019 - 2022

Mentor SAP.IO

Supported approximately ten startups participating in the SAP.io program by utilizing Kyma, navigating SAP, and integrating their solutions into SAP Commerce and Upscale.

SAP Hybris GmbH

2017 - 2020

Senior Product Manager SAP C/4HANA Foundation

Led the development and adoption of the Function-as-a-Service (FaaS) offering within Kyma, SAP's Kubernetes-based extension platform. Drove early adopter enablement and positioned Kyma as a strategic open-source solution through hands-on customer engagement and community advocacy.

Key Achievements:

- Spearheaded the delivery of Kyma's FaaS capability from concept to productive use.
- Onboarded and supported early adopters, including Douglas, the first company to go live with a Kyma Open Source use case.
- Transformed Douglas' implementation into a public reference case to promote adoption.
- Represented Kyma at industry events through webinars, conference talks, and community sessions.

SAP Hybris GmbH

2013 - 2017

Cloud Native Architect Hybris as a Service (YaaS)

Led the technical foundation for Hybris as a Service (YaaS) by introducing and operating a cloud-native PaaS based on Cloud Foundry. Enabled global collaboration across distributed teams and ensured reliable platform operations during SAP's early transition to hyperscale cloud environments.

Key Achievements:

- Selected, implemented, and maintained the Cloud Foundry-based PaaS for YaaS.
- Successfully onboarded and integrated new DevOps engineers in Gliwice to scale operations.
- Ensured platform reliability and scalability during the foundational phase of SAP's move to cloud-native architectures.

BG-Phoenixics GmbH

2009 - 2013

Technical Lead Provisioning

Owned the design and automation of provisioning processes for BG-Phoenixics' SaaS platform. Ensured consistent, secure, and scalable software deployments across customer environments, laying the groundwork for efficient service delivery.

Key Achievements:

- Designed and implemented automated provisioning workflows for BG-Phoenixics' SaaS offering.
- Improved deployment consistency and reduced manual configuration errors.
- Increased rollout speed and scalability of customer environments.

INTERESTS

Beyond work, I enjoy beekeeping and outdoor activities like running and biking. Beekeeping connects me with nature and sustainability, while running and biking keep me active and allow me to explore the outdoors.