



## MIGUEL SALDÍVAR

### MANAGING DIRECTOR, RETAIL

More than 25 years ago, Miguel Saldívar began his career in IT when he decided to study Computer Science at the Universidad Autónoma de Nuevo León, Mexico. His success story began in 1991 in his home country, at Softtek's Monterrey office. He began as a programmer and later became a business consultant and project manager. Four years later, he had his first entrepreneurial experience with the opening of a Softtek branch in Guadalajara, Mexico, where he held the position of Business Unit Director. Since then, Saldívar has grown with the company, seized opportunities and worked in various areas and key markets for Softtek, including Mexico, Brazil and the U.S.

The entrepreneurial spirit and ambition to grow and lead change, streamline processes and build teams, led Miguel to Brazil in 1996—two years after the start of the company's operations in the country. He went to start SAP operations, which today makes up Softtek's largest service area, and later led five business units, including the sale and delivery of services and projects. Overcoming the challenges posed by the position, two years later he was able to celebrate the first local results and assumed the role of Director of Sales, where he stayed for the six years that followed.

In 2004, Miguel returned to his origins, in Mexico City, with the responsibility of promoting growth for SAP strategies and restructuring the business practice for the Softtek's Mexican operation. In 2005, he returned to Brazil, where for a year he served as Executive Director of Applications Outsourcing. With fifteen years at Softtek and great worldly experiences, Miguel reached the position of vice president and moved to Atlanta, Georgia, where he was responsible for establishing the company's global SAP practice.

Saldívar returned to Brazil in 2008 and has since worked for the business development of the local market led the operations at the national level as country manager for several years. Currently Miguel is in charge of the Retail industry at Softtek as Managing Director.