



James Veale

Co-Founder & Head of GTM

James joined SAP in 2017 as VP for SAPs APJ Agri Industry; Based out of Singapore, he was responsible for driving demand generation through thought, leadership, sponsoring strategic customer programs, enabling SAPs partners and evangelizing the adoption of Agri digital transformation across the entire APJ region. James brings 25+ years of international commodity trading and commodity supply chain experience, a deep understanding of customers' raw materials needs and an impressive global network both externally and internally across SAP's organization. James has traveled extensively and consulted for over 200 commodity trading companies across the world and brings that first hand customer experience to this role. His industry knowledge includes Oil and Gas, Carbon Trading, Energy, Metals, and Agriculture. James has a passion for sustainable innovation and is championing digital transformation practices to drive raw material traceability and transparency to prove interesting facts linked to commodities.