

Saj Kumar

Industry Advisor & Senior Director, Manufacturing Industries — Microsoft APAC

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Manufacturing and AI leader with 35+ years at the intersection of engineering and enterprise software. Advises industrial, automotive and process manufacturers across Asia Pacific on modernising R&D and operations with AI — from process simulation and supply-chain optimisation to generative AI, IoT and lakehouse-grounded copilots. Senior regional leadership at Microsoft, SAP, Oracle and i2 Technologies.

EXPERIENCE

Industry Advisor / Senior Director, Manufacturing Industries

2021 — Present

Microsoft APAC · Singapore

Industry advisor for manufacturing and automotive organisations across ASEAN, Australia and New Zealand — shaping the industry point of view, building vision demos on cloud, data and AI, and turning them into transformation architectures.

- Engages early with manufacturing and automotive customers across ASEAN, Australia and New Zealand
- Positions an industry point of view drawn from external research and internal field knowledge
- Builds vision demos on Azure, GitHub and Copilot to surface real challenges and opportunities
- Extends the conversation into core platform capabilities and the ISV partner ecosystem
- Rethinks product development with AI-enabled R&D and design workflows
- Unlocks siloed engineering data and modernises OT environments
- Builds AI-ready digital ecosystems connecting engineering to the factory floor

Head of S/4HANA MOVE — EMEA North

May 2019 — 2021

SAP · London

Built and led a team across five EMEA North market units to drive S/4HANA adoption.

- Built the S/4HANA MOVE go-to-market plan and hired the team behind 207 customer adoptions
- Created tools and resources answering the “why” and “how” of S/4HANA
- Worked with strategic partners to build a reference base of successful joint customers

Head of Leonardo CoE (APJ)

Aug 2017 — May 2019

SAP Asia · Singapore

Ran SAP's Leonardo centre of excellence across Asia Pacific & Japan — IoT, machine learning and blockchain brought to production customers.

- Delivered 100% of 2018 Leonardo revenue: €9.6M
- Delivered €2.6M in 2017 against a €0.6M budget
- Built the plan for three Leonardo Centers across APJ and delivered the Singapore centre
- Launched blockchain in APJ — Zuellig Pharma, Daimler Singapore, RGE, Hyundai Card, ONGC
- Key references: Kansai Nerolac Paints, Asia Pulp & Paper, Hanon, Jollibee, Asahi Kasei

Vice President — Digital Transformation & Internet of Things (APJ)

Jan 2015 — Jul 2017

SAP Asia · Singapore

Led digital transformation engagements across the top 25 APJ accounts and built SAP's regional IoT practice from the ground up.

- Drove €50M in revenue across the top 25 APJ accounts
- Sold the first truck telematics solution in Asia to a large Indian OEM
- Built an IoT Centre of Excellence in Singapore covering logistics, auto, sports, retail and healthcare
- Partnered with Cisco and Intel to extend the IoT platform; prototyped on Raspberry Pi and edge gateways
- Co-built a “Digital Farming” and “Farm to Fork” solution with partners

Vice President — Strategic Customers & Sales Programs (APJ)

Jan 2014 — Dec 2014

SAP Asia · Singapore

Created a new group inside the SAP COO office focused on regional sales programs.

- Built and ran the sales program driving cloud pipeline across APJ
- Launched a mobile learning app for sales force productivity
- Stood up the program office for the APJ Strategic Customer Program

Vice President — LoB Sales: Supply Chain, Manufacturing & Design (APJ)

Jan 2012 — Dec 2013

SAP Asia · Singapore

Owned line-of-business solution sales across Asia Pacific & Japan.

- 129% of budget in year one — €42M
- 105% of budget in year two — €62M
- Built a team of LoB specialists in every market unit
- Developed a specialist partner ecosystem across supply chain, manufacturing and PLM

Vice President — Discrete Manufacturing (APJ)

Sep 2007 — Dec 2011

SAP Asia · Singapore

Set discrete manufacturing strategy for the region and drove business development across the hubs.

- Built annual operating plans for discrete segments with regional hubs
- Drove adoption of SAP Manufacturing Execution and PLM
- Prepared the Visiprise business plan and hired manufacturing solution leads
- Published a joint thought-leadership piece with ARC Advisory

SCM Sales Director (APAC)

Dec 2006 — Aug 2007

Oracle Corporation · Singapore

Owned the APAC target for G-Log and Demantra and built the overlay sales organisation behind it.

- \$2.5M G-Log and Demantra target across APAC
- Built the business plan for both product lines with the Manufacturing, Retail & Distribution sales VP
- Developed a focused partner community for SCM across APAC

Director — SCM Product Solutions (ASEAN)

Aug 2004 — Dec 2006

Oracle Corporation · Singapore

Led the ASEAN SCM solutions practice.

- \$6M SCM target across ASEAN
- Managed 13 presales consultants across the region
- Embedded SCM products into vertical account pursuits

Director — Sales (South East Asia)

Sep 2003 — Aug 2004

i2 Technologies · Singapore

Built and executed the South East Asia annual operating plan with the President of Asia Pacific.

- Met the Q4 2003 target with a strategic sourcing and order management win at a regional OEM/ODM
- Ran joint execution with local presales and services teams

Director — Presales (Asia Pacific)

Jul 2002 — Sep 2003

i2 Technologies · Singapore

Defined target solutions and markets for Asia Pacific, measured on regional license and services sales.

- Guided presales teams across APAC on strategic opportunities
- Drove marketing programs with the Dallas solutions organisation

Director — Presales (Asia South)

Jan 2000 — Jul 2002

i2 Technologies · Singapore

Built business plans for Asia South and led solution vision on strategic pursuits.

- Managed 8 presales consultants across India and South East Asia

Senior Presales Consultant

Nov 1997 — Jan 2000

i2 Technologies · Singapore

Introduced supply chain optimisation to the Singapore and Malaysia high-tech market.

- Grew the Asia South market from \$2M to \$7M with the sales team
- Built business cases across high-tech and CPG accounts

Technical Account Manager

Nov 1994 — Nov 1997

Aspen Technology · Hong Kong / Singapore

Process simulation and optimisation for refineries and petrochemical plants across Asia Pacific.

- Built an Aspen Plus client base in Thailand worth US\$1.5M annually
- Generated US\$0.9M through the Australian distributor
- Refinery de-bottlenecking study for Petronas, Melaka
- Ethylene plant simulation for Thai Olefins, Rayong

Marketing Specialist

Feb 1994 — Nov 1994

Kinetics Technology (KTI) · New Delhi, India

Established Hyprotech's simulation distribution business in India.

- Achieved 125% of the business plan in the first six months

Senior Applications Engineer

Nov 1991 — Feb 1994

Onward Engineering Technologists · New Delhi, India

Simulation support for ChemShare across India, Europe and North Africa.

- Ran customer support for Europe and North Africa from ChemShare's UK office

Senior Systems Engineer

Apr 1988 — Nov 1991

HCL Ltd. · New Delhi, India

Where it started: technical support for HP workstations across India and the first reseller plans for engineering software.

- Created and executed the India reseller plan for AspenTech
- Created and executed the India reseller plan for Calma (Prime Computers)

EDUCATION

MIT Sloan — Executive Program · Artificial Intelligence: Implications for Business Strategy
2017 — 2018

Andhra University, India · B.Tech, Chemical Engineering
1982 — 1986

BOARDS & COMMUNITIES

- Member, Rutgers Business School Industry Advisory Board, Singapore
- Board member, CSCMP Singapore chapter
- Supply Chain Council leadership team, South East Asia (2001 — 2004)
- Founding President, SAP Singapore Toastmasters Club

SELECTED PRESS & PUBLICATIONS

- Industry 4.0 and Responsive Manufacturing — Industrial Automation Asia
- Manufacturers Get Smarter with Industry 4.0 — CXO USA
- Thai factories must embrace Industry 4.0 — Bangkok Post
- Interview on IoT — ITU World