

Global MBA Executive Seminar Series

Global MBA Executive Seminars invite executives & academics to speak on their specialist fields or themes and are open to all.

Mr. Paul Beddie

International Ambassador, SAP Japan



Seminar title:

Paul Beddie - SAP, Sustainability Lecture

Date: Thursday, April 21

Time: 12:15 – 13:10

Venue: KMB211 & Zoom (The link will be provided only to participants)

*** Please Sign Up using the Pre-Registration form as per below, by Apr. 21, 11:00am:**

<https://forms.gle/9btzHE8Hb7sEYyA19>

Seminar Overview:

Leading for Sustainability: Data, Business Processes and Sustainability Bringing profit and planet together. Sustainability can be a double edged sword as businesses still measure success by revenue growth, not Purpose – but change is happening!

Come hear the story from SAP Japan's Paul Beddie of how SAP pivoted to become a Purpose Driven Company to enable a world of Zero Emissions, Zero Waste and Zero Inequality. Paul will share SAP's journey to become both an Exemplar and Enabler of sustainability processes as well as his own pivot to Purpose Driven over his 30 years career in Management Consulting and IT Solutions while living in and working across Asia.

Guest Profile:

Paul is a global business development executive with 30 years of experience living and working in Asia. As International Ambassador for SAP Japan, he works with CXO and Board level members of Japan headquartered companies in their globalization initiatives, leveraging the entire suite of SAP solutions, services, and global partner ecosystem. Paul also has a strong passion for sustainability and helping companies move towards zero emissions, zero waste and zero inequality in their global operations. To that end he is deeply involved in SAP's sustainability enabling efforts as a strategic advisor for Asian headquartered companies to achieve their ESG goals. Paul began his global business career with Chiyoda Corporation in Tokyo in the Environmental Business Development Dept. of the Global Business Development Division, from the early 1990s. From 1998 he spent over 15 years in the management consulting sector with Deloitte Consulting, Cap Gemini Ernst & Young, Headstrong Capital and Genpact, scaling up multiple business units providing IT, project management, business process improvement, and business transformation services to the power generation, energy, telecommunications, banking & insurance, automotive, manufacturing and consumer sectors. In the 5 years prior to joining SAP, he founded and sold his own smart building and energy efficiency solutions integration company, servicing industrial real estate & waste-to-energy projects across China. He returned to Tokyo for the 3rd time in his career in 2020 to join SAP.