Philipp Skogstad

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Relevant Work Experience

SAP LABS LLC, Palo Alto, CA — July 2010 – present

Products & Innovation, **Global Head, Agile & Design Thinking**
- Lead global team of experts to define customer-centered product innovation approach and to coach product teams "build right things right" by combining practices from design thinking, business model design, agile project management, and agile software engineering
- Drive the renewal of SAP's office culture and spaces ("AppHaus") incrementally by guiding product teams, facilities, finance, architects, and leadership to enable change in a localized fashion; started with one temporary location housing 25 FTE in 05/2011 and stand at ~2,000 FTE in 14 permanent locations worldwide (12/2014)

Products & Innovation, **Head, Development Processes & Tools**
- Simplified development processes by reducing formal gates, introducing Product Accountables as single decision makers, and establishing Product Advisory Groups (PAG) to provide ISO-9000 compliant development process that allows continuous software delivery
- Revamped development tooling landscape for collaboration, code reuse, and transparency by enabling GitHub as the core repository for all non-ABAP code with satellite tools for backlog item creation and tracking, automated product standard compliance checks, etc.; ~3,200 active developers (12/2014)

SAP HANA Product Management, **Director, End-to-End Experience**
- Researched needs, expectations, and opportunities for the customer experience around an appliance from SAP and created guidelines for desirable and consistent customer experience across all interaction points with SAP for executives, product managers, implementers, and designers
- Hired and led team of designers, developers, and system administrators to design and implement "BW on HANA Cookbook" to deliver product information interactively based on user; this work became the benchmark for the renovation of SAP's documentation
- Presented accomplishments in Vishal Sikka's SapphireNow 2012 Executive Keynote (2:09:47)

Chairman Projects, **Project Manager**
- Created vision for future of SAP's ecosystem with a focus on self-service, developer experience and shared monetization models
- Co-led SAP HANA Olympics, a company-wide competition for developing desirable, feasible, and viable applications on SAP HANA
- Organized curricula and coached design thinking for the chairman's courses at the Hasso-Plattner-Institut, Germany

VOLKSWAGEN OF AMERICA – PRODUCT STRATEGY, Project Specialist, Herndon, VA — January 2010 – July 2010
- Managed development and delivery of a software tool to predict the "Total Cost of Ownership" (TCO) of future vehicle models
- Launched tool in development, product planning, and marketing departments in Germany and the United States
- Created development targets for TCO based on research comparing customer behavior in Germany and the United States

STANFORD UNIVERSITY – CENTER FOR DESIGN RESEARCH, Deputy Director, Stanford, CA — January 2007 – January 2010
- Restructured organization and finances of center and partnerships to enable effective global collaboration between researchers, teaching staff, industry liaisons, and students located in Colombia, Finland, Germany, Mexico, Sweden, Switzerland, and the USA
- Managed budgets for research and education projects with an annual value exceeding $2.5 million
- Created new marketing approach to industry and brokered intellectual property provisions; increased revenue by 300% to $1.5 million
- Co-chaired and managed the International Conference on Engineering Design 2009 (ICED'09) for ~600 attendees

UNIVERSITY OF ST. GALLEN – INSTITUTE OF INFORMATION MANAGEMENT, Instructor, St. Gallen, Switzerland — July 2005 – June 2007
- Founded project-based program on design thinking and business innovation by transferring and adapting a graduate level engineering design course from Stanford University to a business school setting
- Trained local faculty in design thinking and project-based pedagogy; program has gained global recognition and sponsorship

Education

STANFORD UNIVERSITY, Stanford, CA
PhD in Mechanical Engineering: *A Unified Innovation Process Model for Engineering Designers and Managers* — June 2009
M.S. in Mechanical Engineering: Design Methodology, Design for Manufacturability; GPA not available by university policy — January 2005

UNIVERSITY OF ST. GALLEN, St. Gallen, Switzerland
MBA: Corporate Governance, Leading Change, Managing the Professional Service Firm; GPA 5.67 / 6.00 — December 2006

ST. LOUIS UNIVERSITY, St. Louis, MO
B.S. in Mechanical Engineering — May 2003
Certificate in Business Administration, Minor in Electrical Engineering; GPA 3.97 / 4.00

Etc

Bilingual in German and English (written and spoken)

Dual Citizenship: Germany and United States of America