



## **Fred Hessabi**

Chief Customer Officer

In his role as Chief Customer Officer, Fred Hessabi is leading the Global Sales & Professional Services team. Fred is responsible for growing HERE's business and diversifying the customer base globally.

With more than 25 years of experience in the technology industry, he brings a wealth of Software- and Platform-as-a-Service sales expertise. Prior to joining HERE, Fred was president of C3.ai International, a leading AI based enterprise software provider based in Redwood city. Before that, Fred served 7 years at SAP as SVP & EMEA General Manager for North and Continental Europe with most of the major European SAP operations (UK, France, Benelux, Nordics, Italy, Iberia, Turkey ....) reporting to him. In this role, Fred was responsible for a P&L of over EUR €2B. Fred joined SAP from BDNA, a leader in IT Asset Management software based in Mountain View, where he was the Chief Executive Officer. Prior to that, Fred was president of Siebel Systems EMEA for 9 years, growing it from a start-up to a fully fledged company with an approximate operating budget of USD \$1B and more than 2000 employees. Siebel was named year after year the fastest growing application software company in Europe and globally.

Fred is a founder board member of Positive Planet, a Multinational NGO dedicated to the development of microfinance institutions across the world.

Fred holds a MBA from SKEMA Paris / Concordia University Montreal.