
Santiago Solanas

Group Chief Marketing Officer



Santiago was appointed Chief Marketing Officer in September 2014. He joined Sage in 2007 to lead the Start-up and Small Business Division in Spain and was appointed Chief Executive Officer of Sage Spain in 2010. During this time he renewed the leadership team, increasing the efficiency of the business and returning it to growth, as well as leading the Accountants Segment in Europe. He recently led the roll-out of Sage's brand campaign across Europe. Prior to Sage Santiago spent 20 years working in the IT and software industry, across the globe, in sales, marketing and management roles at IBM, Microsoft and Oracle, where he was responsible for the co-ordination and leadership of the technology business in the SMB market in Europe as Senior Director SMB Program Office EMEA. Santiago has also spent 4 years in two technology start-ups backed by Telefonica and Santander.

Santiago is an active supporter of SMEs. He is a mentor for women in business and start-ups, and speaks at a number of SME forums in Spain. He holds an MSc. in Telecommunications Engineering from the Polytechnic University of Madrid (UPM) and also attended the Harvard Business School Advanced Management Program. Santiago is married with a family of six children.

You can follow Santiago at [@santiagosolanas](https://twitter.com/santiagosolanas).
