Darcy MacClaren is the SVP, Digital Supply Chain, North America for SAP and has been with SAP for almost ten years in various leadership role. With an emphasis on customer success, she is responsible for driving Digital Supply Chain sales including the go-to-market strategy, and overseeing core operations in pipeline development, demand management, and revenue growth. She is a strategic global leader who has spent 30 years growing, differentiating, and improving businesses through technology transformation with a focus on supply chain. Darcy is committed to guiding organizations in how to transform their companies through innovative technology and next generation business processes. She is passionate about collaborating with and empowering companies to elevate the strategic value delivered to their ecosystem focused on helping companies to build resilient and agile supply chains. She founded **Women in Supply Chain** at SAP which fosters the development of women in the supply chain industry both internally and externally.

Darcy has a successful track record of developing and effectively executing business and continuous improvement strategies and is a highly-skilled advisor providing comprehensive solutions to the C-Suite and their boards, enabling some of the largest companies in the world to transform while remaining agile in competitive environments.

Before joining SAP, Darcy held several senior supply chain leadership positions at companies such as Blue Yonder, Infor, G-Log, (acquired by Oracle), and Hewlett Packard.

Darcy graduated from St. Lawrence University in Canton, NY, with a bachelor's of arts degree. She has an MBA from SUNY at Buffalo.