

# Michael McComb

Vice President, Communications and Sustainability
SAP Greater China

Michael leads corporate affairs, communications and sustainability for SAP in Greater China. With 25 years of experience in China, his background includes corporate and consultancy roles with B2B and B2C firms in technology, media, and financial services.

At SAP, Europe's largest technology company, he looks after regional internal & external communications, analyst and partner relations, as well as the company's CSR and environmental sustainability initiatives. With a focus on innovation, Michael combines technical knowledge, market insight, and communications expertise to create impactful initiatives across key stakeholder groups.

His sustainability experience includes cross-sector collaboration platform development, integrated reporting, and applications of advanced technologies to environmental sustainability issues. Serving as a Lead on SAP's Global Sustainability Council. He has served as a board member and advised NGOs and social enterprises across Asia Pacific.