

Lloyd Keays



AI Transformation Specialist & Technical Evangelist

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Citizenship: Netherlands & Canada

My superpower is explaining. It helps sell, pitch and clarify. I know presales, procurement, B2B Networks, Blockchain. I deliver keynotes, professional videos, and working prototypes. In English, French or Dutch.

20,000+

Trained on AI

~1M

Video Views

40+

Countries

20+ years

Enterprise Tech

EXPERIENCE

AI Transformation Lead & Content Production

2022 - Present

SAP | Business AI Enablement

Won both Jury Prize and Public Prize at SAP's Gen AI Hackathon 2023 (113 projects, 1,000+ participants). Built AI tool that generated 13,000+ on-brand icons in two weeks.

- **Trained 20,000+ SAP employees** on generative AI through live workshops, remote sessions, and video content
- **Created SAP's first ChatGPT training** just 9 days after public release (Dec 9, 2022)
- **Developed executive-level AI presentations** for SAP Joule used in customer briefings at Walldorf
- **Delivered keynotes** at Customer Success Days globally; two CPOs requested repeat sessions

Blockchain Research Fellow

2020 - 2022

SAP Information Center Network (ICN), Berlin

- **Created 4-week blockchain business course** with guest speakers from UNICEF, European Commission, OXFAM, Enterprise Ethereum Alliance
- **Course became #2 highest-rated SAP course ever** (~12,000 completions)
- **Coordinated SAP Crypto North Star** advisory framework with board-level blockchain recommendations

Head of Presales → Senior Director Innovation

2013 - 2019

SAP Spend Management & Business Network

- **2013-2017: Head of Presales.** Led 200+ presales Solution Advisors across 40+ countries. Created demos and content that became global sales standards
- **2017-2019: Global Senior Director, Strategy & Innovation.** Built working prototypes: blockchain-based location tracking, VR ordering, robotized supply chain demos, smart dispensers, big data network visualizer

Senior Solutions Engineer

2010 - 2012

Ariba (acquired by SAP)

- Senior presales for complex EMEA deals with Shell, Deutsche Bank, Coca-Cola, Heineken, Nestlé, L'Oréal, ASML, Sanofi, De Beers
- Globally responsible for all presales material: presentations, demo scenarios, evaluation criteria, sales tools

Solution Advisor & Presales

2006 - 2010

Quadrem (acquired by Ariba)

- Presales for major accounts including Tata Steel, Philip Morris, Rio Tinto, Vale, Banque de France
- Developed custom supply chain portal for Dell linking point-of-sale to production

E-Procurement Pioneer

2001 - 2006

Eutilia

- European e-procurement marketplace for utility sector
- Conducted largest online reverse auction ever: €300M in high-voltage cables for EDF, achieving 17% cost savings

EXPERTISE

AI Transformation

Generative AI training • Prompt engineering • Enterprise AI adoption • SAP Joule • 20K+ trained

SAP Procurement

Full source-to-pay • Ariba • Trading partner networks (\$14B daily) • 20+ years

Content & Training

~1M video views • #2 rated SAP course • Keynotes in 20+ countries
• Video production

Blockchain

ICN Berlin Research Fellow • SAP Crypto North Star framework • Enterprise blockchain

EDUCATION & RECOGNITION

Master of Arts - Demographic History

Université Laval, Quebec City (1996-1998)

Bachelor of Arts - History & Communications

Université Laval (1991-1994)

- **SAP Gen AI Hackathon 2023 Winner** (Jury + Public Prize)
- **SAP's #2 Highest-Rated Course** (12,000+ learners)
- **Hasso Plattner Award Nominee** (Innovation)
- **~1M video views** (SAP demos & training)

COMMUNITY & INTERESTS

Pro bono: Repair Café Rotterdam • Web design for Bhutan tourism • Theater & performing arts websites

Interests: Tango Argentino • 3D design & printing • Woodworking • Baking • Adventure travel