

Lloyd Keays

Making Complex Tech Simple



I'm a techsplainer. I know how to convert a complex technology into a story that people understand. My goal is always to have people think they understood it themselves. Lately, it's Generative AI that I've been "techsplaining". 20 years' experience in SAP procurement and trading partner networks. Global head of 200+ solution advisers, for which I develop efficient content to drive sales. Created SAP's first ChatGPT training (9 days after release), won Gen AI Hackathon, and trained 20,000 colleagues globally.

Core Expertise

AI Transformation & Enablement

Delivered AI enablement to 20,000+ SAP employees globally through hands-on workshops and live demos. Created SAP's first ChatGPT training (9 days after public release). Won Gen AI Hackathon 2023—tool became production standard with 13K on-brand assets created.

SAP Procurement & Trading Partner Networks

20 years architecting SAP and Ariba procurement solutions. Global head of pre-sales for SAP's procurement suite for 5 years. Deep expertise in trading partner networks processing \$14B daily.

Transformation & Change Leadership

Facilitated transition of 100+ solution engineers maintaining sales performance. Created procurement community with demos that became highly active on SAP Intranet. Promoted cloud-first solutions when SAP had no cloud offerings. Coordinated SAP Crypto North Star advisory framework for procurement and supply chain (2022).

Content at Scale

Ran informal YouTube channel for SAP Ariba with 880K+ views. Created SAP's #2 highest-rated course ever (13K completions). Demos from 2016 still getting 6K views annually. Content integrated into SAP's worldwide onboarding.

880K+

VIDEO VIEWS

20K+

EMPLOYEES TRAINED

13K+

COURSE COMPLETIONS

20+

YEARS EXPERIENCE

Key Achievements

- **Won SAP Gen AI Hackathon 2023** (Jury + Public Prize, 1000+ participants) - Tool became production standard with 13,000 on-brand icons created in 2 weeks
- **Created SAP's first ChatGPT training** (9 days after public release) - Trained 20,000+ employees on AI through hands-on methodology
- **Built SAP's #2 highest-rated course ever** - "What Can Blockchain Do for You" with 13,000+ completions (out of hundreds of courses offered)
- **Coordinated SAP Crypto North Star advisory** - Developed blockchain technology framework for procurement and supply chain line of businesses (2022), providing board-level recommendations
- **Global keynote speaker** - Delivered across South Africa, EMEA, North America, Latin America, Japan, Australia, Singapore - So impactful that CPOs from two companies personally requested same presentation for their teams
- **YouTube channel: 880K+ views** - Main informal channel for SAP Ariba with demos becoming global sales standards
- **Pioneered e-procurement** - Architected €300M+ procurement programs achieving 17% cost savings (2001-2013)
- **Near-future design thinking practitioner** - Led sessions resulting in product features including carbon footprint tracking

Featured Work Examples

Blockchain Course for Business (Top 3 OpenSAP Course Ever)

Built everything—learning objectives, scripts, visuals, video editing, guest segments with UNICEF and European Commission. **13,000+ learners completed it.** Students said it was "more entertaining than Netflix" and "easily the most engaging OpenSAP course ever." Course success led to coordinating SAP Crypto North Star advisory framework for procurement and supply chain (2022), providing board-level blockchain recommendations. Shows ability to take complex concept to finished educational product that people actually want to watch.

Gen AI Hackathon Winner to Production Tool

Created SAP's first ChatGPT training 9 days after public release—started by having people experience it firsthand through live chats. Won both Jury Prize and Public Prize at SAP's Gen AI Hackathon (113 projects, 1000+ employees). **Built AI system that generated SAP-style icons.** Employees organically adopted it as go-to design resource, creating 13,000+ on-brand assets in two weeks. Then trained 20,000+ SAP employees on AI adoption.

YouTube Channel: "aribanism" (880K+ Views)

Ran main informal channel for SAP Ariba—authentic, non-marketing content explaining what technology does. **Demos from 2016 still getting 6,000 views annually** and became global sales standards. Content used in SAP onboarding worldwide. Flagship demo "PLAN, BUY and PAY with SAP Ariba" has 291,000+ views and is still relevant 9 years later.

What Colleagues Say

"Lloyd's content is always great, informative and entertaining. Highly recommend this course, he always boils the complex down to something easy to consume!"

— Ryan Sammel, Director Solution Consulting at SAP

"I am very confident and not surprised that anybody would want you on their roster because you're that good."

— Valerie Blatt, Chief Revenue Officer SAP Supply Chain Management

"Thank you for all of your inspiration and creativity in making the complex appear simple - I have found your videos extremely valuable over the years."

— Malcolm Hamilton, Director Global Marketing at SAP

Recent Speaking Highlights (2024-2025)

Impulse 25 - UX Summit SAP (Mannheim) - AI & UX keynote
Capgemini Rencontres CPO (France) - AI panel, 50 European CPOs

Canada AI Procurement Tour - Toronto, Montreal, Vancouver, Calgary

SAP Customer Success Days - London, Prague, Dubai, Stockholm, Paris

Global AI Training - Singapore, Melbourne, São Paulo, Tokyo

Connecting SAP - Johannesburg (consecutive years)

CPOs from two companies personally requested same keynote for their teams. 20+ countries, 5 continents.

Professional Journey

- **2019-Present:** SAP Business Network - Blockchain Fellow (ICN Berlin), AI pioneer, Delivered massive enablement
- **2013-2019:** Global Head Pre-Sales - SAP Procurement Suite - 150+ engineers, 40 countries
- **2001-2013:** E-Procurement Pioneer - €300M+ programs (17% savings), Major clients: EDF, Heineken, Nestlé, L'Oréal

Let's Connect

Exploring opportunities: technical evangelist, strategic advisor, transformation lead, keynote speaker at companies building enterprise AI, B2B SaaS, or transforming procurement and supply chain.

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Location

Rotterdam, Netherlands

Languages

English, French, Dutch

YouTube

aribanism (880K+)