

Viktoria Huber

Business AI GTM Lead Switzerland

Business AI leader with 7+ years at SAP Switzerland and University of St. Gallen graduate. Works at the intersection of AI, data, and business strategy, partnering with customers to design and implement ML and GenAI solutions that optimize business processes and integrate into existing enterprise architectures. Combines GTM execution, solution architecture and executive advisory to drive production-ready AI adoption. Regularly engages as a public speaker on practical, enterprise-ready AI.

Education

2018 - 2020
Master in Business Management
University of St. Gallen
"Managing Bias in ML Projects" **6.0**
published in ICIS Journal

2013 - 2017
Bachelor in Business Administration
University of Berne
"Effects of Changed Working Conditions due to Digitalization on Mental Health" 6.0

Languages

German native
French B1
English C2
Serbian B1

Expertise

- Generative AI & LLM use cases (incl. agent-based workflows)
- AI/ML solution architecture & enterprise integration
- Data & AI platforms (SAP BTP and BDC)
- AI deal shaping, pipeline development & budget forecasting
- Executive advisory & internal stakeholder management
- Public speaking & AI workshop facilitation

Awards

- SAP Innovation Award 2022
- World Champion Natural Body Building, Boston 2013
- World Champion Fudokan Karate, Rome 2009

Work Experience

Business AI GTM Lead — 02/2025 - present
SAP Schweiz AG, Zürich

Leading the go-to-market of SAP's Business AI portfolio, bringing AI products strategically and at scale to enterprise customers and into existing solution landscapes.

- Integrating ML-, LLM-, agent-based capabilities into customer architectures to enable scalable, production-ready AI solutions
- Leading C-level engagements, translating AI into measurable business value
- Delivered a top-performing AI pipeline achieving 124% target and 2x higher adoption
- Leading cross-functional teams and translating global strategy into local frameworks to build scalable GTM structures

Senior Solution Advisor CX — 2021 - 2025
SAP Schweiz AG, Zürich

Responsible for helping clients understand and implement innovative solutions to improve their customer experience.

- Specialized in SAP Customer Data Management Software Solutions
- Deal execution support for implementing CX solutions in L2C business processes

Product Management S/4HANA Finance — 03/2022 - 08/2022
SAP (Schweiz) AG, Zürich

Fellowship for implementing Digital Payment and Blockchain Innovations to SAP portfolio

- Project Lead of the Finance stream in ICN Crypto Northstar
- Testing digital payments innovations with customers and partners

SAP Presales Academy Associate — 2020 - 2021
SAP Schweiz AG, Zürich

Completed SAP Presales Academy with focus on solution architecture, enterprise use case design, and customer value articulation.

Working Student Finance & Controlling — 2019 – 2020
SAP Schweiz AG, Zürich

Support of financial analysis, reporting, and budgeting processes, while also assisting in the development of financial strategies and controls.

Trainee Candidate Relationship — 2017 - 2018
Hays AG, Zürich

International recruitment and support of IT specialists in software, web and mobile development for large and small companies.

Extracurricular Activities

SAP.io Start-up Accelerator - Top 3 Finalists
Female Leadership Program of SAP - 6 months training
Data Science Technology Club University St. Gallen Vice President