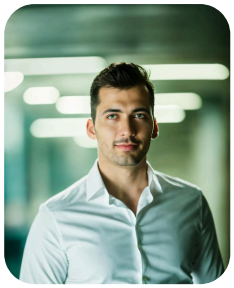
Christoph Kopka

Security GTM Manager DACH, Microsoft

Go-to-market leader who takes complex technology to market. Security go-to-market at Microsoft; before that five years at SAP, leading the global postal industry and doubling a public sector cloud business. Strong in C-level engagement, strategic partnerships, enablement and change management.



$100M+
annual revenue, global postal industry

130%
of target at a 15% growth goal

2×
public sector cloud, $3M to $6M+ in a year

Top 1%
SAP Catalyst program

EXPERIENCE

Security GTM Manager DACH
05/2025 – present

Microsoft · Vienna, Austria

- Go-to-market for Microsoft Security across Germany, Austria and Switzerland.
- Speaker on AI, security and quantum computing; featured at the Microsoft Security Summit in Vienna.
- Helped bring the European Digital Commitment Day 2025 to life, engaging C-level decision makers.

Senior GTM Manager, Public Services
04/2023 – 04/2025

SAP SE · Global

- Led the global go-to-market for SAP's Public Cloud for Public Sector, growing it by **more than 100% year over year, from $3M to over $6M** (2023–2024).
- Built and scaled the business from the ground up in new markets: Australia, Japan, EMEA and the US.
- Scoped pricing, functionality, data security and data certification for the launch of a public sector edition in EMEA and APJ.
- Created enablement material and sales plays for partners and internal stakeholders.
- Delivered partner and customer masterclasses for launches in Canada, Australia and the UK: **tripled pipeline, 97% average satisfaction**.

Director, Postal Services
03/2021 – 04/2023

SAP SE · Global

- Managed the global postal industry (67 accounts), advising C-level officers worldwide on end-to-end IT and strategy.
- Responsible for **$100M+ in annual revenue**; reached **130% of target** against a 15% growth target.
- Invented "Jumanji for S/4HANA", a roadmap combining strategic goals, trends, customer examples and solution capabilities; it became the blueprint for advising all major postal companies on their transformation.
- Speaker at SAP events, including the UPU World Leaders Forum 2022 in Frankfurt (about 200 live attendees).
- Partnered with enterprise account executives to tailor the SAP portfolio to customers' strategic needs, and extended it with partners for use cases with global impact.

EMAIL
Christoph@kopkascanvas.com

LOCATION
Vienna, Austria

LINKEDIN
linkedin.com/in/christoph-kopka

PORTFOLIO
kopkascanvas.com

SKILLS

GTM strategy · Business development · C-level engagement · Strategic partnerships · Pricing · Commercialization · Enablement and sales plays · Cybersecurity · AI solutions · Public cloud · Cloud ERP · Data analysis · Change management

LANGUAGES

German
Native

English
Full professional

Mandarin
HSK 4, limited working

Korean
Learning

CERTIFICATIONS

Generative AI Fundamentals
Google, 2023

SAP S/4HANA Logistics
SAP, 2022

Developing AI-Embedded Applications at Scale with AI Factory
SAP, 2021

EXPERIENCE, CONTINUED

Solution Management Specialist, Public Services
03/2020 – 03/2021

SAP SE · Global

- Selected for SAP's Early Talent Acceleration Program, shadowing senior company leaders.
- Ran the reference story program: 11 reference stories with globally recognized customers such as Swiss Post and the European Parliament.
- Ran market and territory analyses that set business development quotas and informed strategy through feedback to the board.

Growth Hacker
04/2017 – 07/2019

Workheld, AI-focused tech startup · Vienna, Austria

- Built the startup's marketing and sales strategy from scratch.
- Finalist for the Austrian State Prize for Digitalization 2019, and recognized among European AI startups in 2019.
- Worked in Scrum with the development team: daily stand-ups, ticket priorities and market-fit feedback, software testing and automated test scenarios in JavaScript.
- Improved the website through Google Ads and SEO; paid search delivered **20% of customer acquisition**.

EDUCATION

BA International Business Administration and Chinese
2017 – 2021

Vienna University of Economics and Business (WU) and University of Vienna

- Specializations in process management and change management.
- Thesis: China's social credit system compared with financial credit scoring systems.

Exchange semester, Business and Chinese
2019

The University of Hong Kong

- Member of the HKU tennis team.

LEADERSHIP AND ACTIVITIES

Captain, Austrian national dodgeball team
09/2022 – present

- Lead Austria's national team on the international stage, including the Dodgeball World Championships 2024.

SAP Catalyst Program
01/2024 – 04/2025

- Selected among the top 1% of SAP employees for a two-year program that prepares high performers for the company's most critical business areas.

Founder, Digital-ethics.online
2019 – 2020

- Explored where technology parts ways with sustainable business decisions; presented ethics content at events.

Volunteer, WWOOF Canada
2015

- Work-and-travel year on organic farms in western Canada: sustainable farming practices and cultural exchange.

PROJECTS

Hybrid Coach
Open-source training planner for hybrid athletes, built in public. hybridcoach.ai

kopkascanvas.com and YouTube
Hiking films, life lessons and hands-on videos about protecting your mind. Since 2023.

INTERESTS

Marathons · CrossFit · Hiking · Mindfulness · Stoic philosophy · Digital ethics · Data science