

Rumyana Trencheva



Biography

As Chief Revenue Officer Rumyana Trencheva has been a member of the Management Board of Aareon AG since 1 July 2022. Prior to Aareon, she has worked for approx. ten years with SAP. Most recently she was Global Chief Revenue Officer of Partner Ecosystem Success, before that for 3 years she has managed the Midmarket Sale and Partner Organization in Middle and Eastern Europe. Previously Rumyana Trencheva managed the SAP business in South-East Europe, where she was the Managing Director of the cluster of ten countries. She was also managing the business of SAP in Bulgaria for more than five years.

Before joining SAP, Rumyana Trencheva has held key managerial positions in multinational companies as Indra Sistemas S.A., Hewlett Packard, Alcatel-Lucent and Ericsson Bulgaria.

Rumyana Trencheva has graduated American University in Bulgaria with specializations in Applied Economics and International Relations. She holds post-graduate specializations from Duke Corporate Education, USA, and the International Institute for Management Development (IMD), Switzerland.

Responsibilities within the Aareon Group:

- Sales
- Pricing
- Product Portfolio
- Marketing
- Revenue Operations
- Ecosystem Partner
- Professional Services/Customer Success
- Wohnungshelden
- SAP ERP (Blue Eagle)