

Vita

Wolf Lichtenstein

SAS Germany Country Manager

Wolf Lichtenstein, 54, has been SAS Germany's Country Manager since January 2008, is a member of the EMEA & AP board and, as of May 2011, holds the title of SAS Vice President, DACH. In this role, he is responsible for the overall strategic management and financial success of SAS in Germany, Austria and Switzerland. His responsibilities also include Israel.

From 2005 to 2008, he guided sales activities at SAS Germany in his capacity as Sales Director. Mr. Lichtenstein's career includes heading European operations for the campaign management provider Prime Response and tenures on the boards of a joint venture between McKinsey and General Atlantic and the consulting firm People at Work.

Mr. Lichtenstein is a member of numerous trade associations and committees including the BITKOM Presiding Committee and the renowned Heidelberger Club International. In 2012 and 2013, he participated in the World Economic Forum in Davos, Switzerland.

- **His business philosophy is to** “shape and master change.” In his 12 years at SAS, Wolf Lichtenstein has helped countless companies navigate the challenges they face in working towards a successful, sustainable future. As a computer scientist and psychologist, he knows both the technical and emotional challenges modern enterprises face in today's business world. It is no longer enough for companies and their employees to simply react to the demands of a constantly changing marketplace. Instead, they must become active participants to successfully position themselves for the future. As a consequence, companies must rely upon accurate forecasting and have the ability to evaluate many different scenarios. Analysis software gives them current and relevant information on trends that will shape their futures, opening the door to informed decision-making. Getting both management and



staff on board for the change processes this entails, however, is just as important as accurate forecasting itself. Companies seeking long-term success must therefore display the capability to deal with change — both as an organization and on the level of the individual employee.

- **Company:** SAS is the market leader for business analytics software and the largest independent provider in the business intelligence market. The company's sales have increased every single year since its founding. Including 75% of the 30 companies listed on Germany's DAX exchange, SAS has close to 1500 customers in Germany.
- **Solutions:** SAS solutions solve problems that companies from a wide range of industries are currently facing. With High Performance Analytics, SAS has developed an exceptionally powerful software solution that allows enterprises to analyze vast quantities of data from disparate sources. SAS customers are leveraging this advantage to position themselves for future developments and successfully compete on the global stage.
- **Locations:** With over 400 locations in 56 countries, SAS has a broad global presence. Active in Germany for over 30 years, SAS has five regional offices in the country in addition to its Heidelberg headquarters. 400 employees work at the Heidelberg location alone, with a total staff of 500 in Germany. SAS is deeply involved in the community it calls home, the Rhein-Neckar region. It promotes local athletics, social causes, and cultural projects such as the SAS half-marathon, the Enjoy Jazz festival, the Baden-Württemberg rugby club, and KSG Rhein-Neckar, to name a few.