Scott Hashisaki – SAP ERP Esperance Consultant (GTM, Enablement, and Adoption Strategy)
In Partnership with Gary Chavez, SAP America, Inc.

Between 2010 and 2015, Scott Hashisaki served as an independent **consultant and GTM strategist** supporting the rollout of SAP ERP *Esperance* across North America. In collaboration with **Gary Chavez**, *Adoption Insights Manager* at SAP America, Scott worked alongside SAP's Global Adoption Insights & Services team to bridge the gap between product, marketing, and user adoption for enterprise clients navigating ERP transformation.

Scott's role blended **marketing strategy, content development, and adoption consulting**, ensuring that SAP's platform not only launched successfully but also achieved deep market penetration and operational buy-in.

- Key Contributions & Strategic Impact:

▸ **Go-to-Market Strategy & Messaging Alignment**
Scott advised SAP clients and internal teams on go-to-market (GTM) positioning for ERP Esperance, helping shape core messaging and competitive differentiation. He developed content assets to support sales teams, partner enablement, and executive briefings, ensuring alignment between product features and **customer pain points.**

▸ **Cross-Functional Enablement Content**
He created tailored content and training materials via a face to face meeting, from C-level decision-makers to daily end-users. Assets included launch kits, onboarding sequences, internal launch communications, video explainers, and role-based training decks that simplified complex ERP workflows into usable processes.

▸ **Marketing-Led Adoption Programs**
Scott introduced **marketing automation frameworks** and **customer lifecycle communication flows** to guide ERP clients through onboarding, activation, and retention. These programs increased product stickiness and reduced time-to-value for clients adapting to SAP's platform.

▸ **Change Management Through Content**
Partnering closely with Gary Chavez, Scott helped translate field data into actionable strategies, developing communication playbooks and internal branding to drive adoption through empathy, clarity, and usability. These strategies supported large-scale change management initiatives during ERP migrations and upgrades.

▸ **Field Insight & Product Feedback Loops**
He played a key role in gathering frontline adoption insights—working directly with the enterprise to identify barriers, collect feedback, and refine the ERP Esperance experience. SAP's Global Adoption team leveraged this insight to inform roadmap priorities and support user-centric enhancements.

▸ **Strategic Communication**
Scott developed executive-facing content and dashboards to demonstrate ROI, adoption metrics, and business alignment. This helped client leadership teams gain visibility into the impact of their ERP investment and maintain momentum through each rollout phase.

Scott's work during this time positioned him as a **content-first GTM strategist** and trusted consultant, blending marketing acumen with technical clarity to help SAP ERP Esperance succeed in both the boardroom and the back office. His unique ability to simplify complexity and deliver results through content and strategy made him a key contributor to SAP's enterprise success across multiple markets.

Gary Chavez
Adoption Insights Manager
Global Adoption Insights & Services, North America
SAP AMERICA, INC.
1101 W. Washington St., Suite 401, Tempe, AZ 85288
O: +1.480.308.2255 **M:** 480.828.8297 **EM:** gary.chavez@sap.com

