

Jorge Sabater

Finance Transformation Executive for Complex CFO-Led Change

Making complex finance transformation viable at global scale.



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ERP Modernization · SAP S/4HANA · Shared Services · Operating Model · Global Delivery | Meliá · AOL · TUI · Hotelbeds · World2Meet · WebBeds · Booking.com

30+

years of leadership

100+

countries supported

3

global regions

140+

Finance SSC staff

20,000+

SW-factory hrs/mo

SELECTED TRANSFORMATION ACHIEVEMENTS

Booking.com

3 S/4HANA releases (ECC→S/4HANA, 1909→2022, BHFS) in a regulated FinTech & payments environment.

World2Meet

As CFIO, aligned Finance + IT + operating model; built governance and controls from scratch.

TUI / Hotelbeds

Portfolio, Finance SSC & IT SSC plus a software factory — 80+ employees and 95 contractors.

Meliá

€200M convertible bond, debt financing & financial risk management; APAC finance leadership.

“Drove S/4HANA forward with high quality, few issues, and strong finance and payments expertise.”

Rick Centeno — VP Financial Systems, Booking.com

WHY ORGANIZATIONS ENGAGE ME

Finance-led transformation

P&L logic and CFO priorities — not tech for its own sake.

Technology-enabled execution

SAP S/4HANA turned into adopted capability.

Global operating complexity

Shared services & multi-country, managed at the boundaries.

Available

Madrid / Amsterdam • international