



Rhody Burton

Sales Director of Channels for SAP
Australia and New Zealand



Rhody Burton is a Sales Director of Channels for SAP Australia and New Zealand, where she is responsible for developing the company's increasing focus on customer success through a vibrant ecosystem of innovative partners. Rhody began developing her love for the channel at Seagate Software in 1997. Here, she quickly acquired the skills and experience to lead, receiving key promotions, including a the management of key business partners. At age 26, Rhody was managing an entire team, making her one of the youngest managers globally.

Later in her career, Rhody further honed her leadership skills at virtualisation software company VMWare, where she was acting channels director and later head of a key division within the company's partner organisation. While at VMWare, Rhody led the company's ANZ Diversity Council, acting as a mentor for peers and colleagues across the sector to promote women in leadership. She continues to live this passion at SAP.

Rhody was recognised with the "Rising Star" award at the inaugural ARN Women in IT Awards and is active throughout the IT industry in advocating the importance of diversity.

Join FITT to celebrate
International Women's Day
in Sydney and Melbourne

A promotional banner for FITT's International Women's Day event. It features a woman with long brown hair and glasses, wearing a light blue and white striped shirt, smiling. The FITT logo with the 25th anniversary emblem is in the bottom left corner, and a blue "Register" button is in the bottom right corner.

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