



**Peter Selfridge**  
**Global Head of Government Affairs, SAP**

Peter A. Selfridge is the Global Head of Government Affairs for SAP. The Government Affairs function at SAP encourages the digital transformation of government decision-making and services worldwide. Peter is specifically responsible for promoting technological transformation in the public sector and the positive role played by digital technologies in addressing economic and societal challenges around the world.

Peter was the U.S. Chief of Protocol during the second term of the Obama Administration, where he served as the President's representative to the foreign diplomatic corps posted in Washington, D.C. His other duties included welcoming visiting foreign leaders to the capital; supporting presidential delegations on their overseas travel; and planning and executing high-level summits and multilateral events.

Formerly, he served as President Obama's Advance and Operations Director, a position he previously managed for Vice President Biden during the first two years of the Obama Administration. He began his career in Washington, D.C. as a staff member for U.S. Senator Tom Harkin, and later served as a scheduling assistant to President William J. Clinton. Peter also served on the presidential campaigns of Al Gore, John Kerry and Barack Obama.

Peter is no stranger to the private sector, having worked for Citigate Communications as well as Rendezvous Consulting, where he helped various clients develop and execute on their communications strategies. In 2007, he worked at the William J. Clinton Foundation as the organization's city director in Los Angeles.

In addition to his Bachelor's Degree from the University of Iowa, Peter has a Master's Degree in International Public Policy from Johns Hopkins University. He is a native of Minnetonka, Minnesota and is married to Parita Shah. The couple lives in Washington, D.C.

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