

EXPERIENCE**INTEL**

Santa Clara, CA

Director, AI ISV Partnerships

2017 – present

Developed and deployed strategy for Intel's global ecosystem in Artificial Intelligence, working with Independent Software Vendors (ISVs) developing bleeding-edge AI solutions to Enterprise customers

- Designed, launched and managed Intel AI Builders Program, growing from zero to 100 partners in 3 months, including strategic partnerships with Cloudera, BlueData, H2O.ai, DataRobot, C3 IoT, Accenture, TCS and Dell
- Supported partners in technical enablement activities, working to optimize their software's AI capabilities on Intel's architecture
- Developed strategies for partners, setting milestones in technical, marketing and sales/business development activities, currently tracking 88 ISV partners
- Leveraged Intel's ecosystem for cross-partners activities, developing unique AI solutions with multiple partners, such as C3 IoT 's"AI Appliance, powered by Intel", solution created in collaboration with HPE and MS Azure
- Modeled potential revenue impact from partners in order to prioritize investment and resources, estimating over \$250M in incremental revenue for FY19
- Negotiated with Legal and key partners all aspects of partnership agreements, from draft to final execution
- Coordinated efforts with Marketing, Sales, Business Development, Finance, Legal and Product Management teams, to provide the right partner benefits, track/assure incremental sales revenue and improve Intel's and partners' products
- Collaborated with Product Management by providing partners feedback on AI products, identifying areas for improvement or suggestions on new features
- Supported Intel Capital in valuating AI startups and their technical capabilities, improving investment decision making

NVIDIA

Santa Clara, CA

Enterprise Machine Learning / Sr. Business Development Manager, Deep Learning

2015 – 2017

Developed and implemented strategy for Machine Learning in global Enterprise market, focused on Fortune 500 companies

- Designed and created the NVIDIA Inception Program to establish an AI startups ecosystem, growing from 20 to over 1,500 startup partners globally
- Managed and leveraged this ecosystem to bring AI solutions to customers in industries such as Social Media, Medical Imaging, Automotive, M&E, O&G, Security/Defense and Financial Services
- Grew direct business by 300% in key strategic accounts on Hyperscale space, Enterprise SW and Retail/eTail verticals, focusing on GPU-based ML solutions
- Increased indirect demand for GPU computing via CSPs: AWS, MS Azure, Google Cloud and IBM Bluemix, generating tremendous growth and broader adoption
- Led Machine Learning projects in key areas such as Image Recognition/Object Detection, NLP/NLU, Video Understanding, Self-Driving Cars, Visual Analytics, IoT and In-Memory Database
- Spearheaded the Sales Enablement efforts to train NVIDIA's salesforce to understand, identify and engage Deep Learning opportunities in strategic accounts
- Improved communication with market influencers, researchers and developers; increased company exposure via keynotes in conferences and interviews to specialized publications

Business Development Manager, Enterprise – Latin America

São Paulo, Brazil
2010 – 2014

Established NVIDIA's Enterprise business in Latin America, creating and implementing a strategy for fast growth, quickly achieving market leadership in Professional Visualization and Accelerated Computing

- Created complete ecosystem for NVIDIA's Enterprise portfolio in the region, generating sales revenue growth of 90+% CAGR in the period and winning over established competitors
- Managed sales and technical teams to expand coverage model to all countries in Latin America
- Influenced industry leaders such as Petrobras, Embraer, Vale and Vivo to make NVIDIA a key technology partner
- Modeled new importation processes for partners, reducing end user price in 40% and improving margins by 10%

Verari Systems do Brasil (subsidiary of Verari Systems Inc., now Cirrascale Inc.)

Rio de Janeiro, Brazil

Co-Founder & Senior Sales Manager, Latin America

2007 – 2008

Negotiated large contracts, establishing leadership in high performance computing; created competitive business model, improving price advantages against main competitors IBM, HP and Dell

- Led sales and technical teams, generating \$7.3M sales and \$700K profit, achieving breakeven in first 10 months of operations
- Analyzed Latin American market to identify opportunities in new industries such as Academia and Research, Telco and Finance
- Modeled importation process that reduced operation costs by 15% and minimized risk factor associated with currency exchange rate fluctuation

G Plus Informatica Ltda

Rio de Janeiro, Brazil / Bogotá, Colombia

Sales Manager, Latin America

2004 – 2007

Managed sales operations for key Oil & Gas customers in Brazil, Colombia and Venezuela at Rio de Janeiro's fastest-growing solutions integrator with revenue growth of 100% per year

- Led teams of 6 people from Pre- and Post-Sales delivering all projects ahead of schedule, increasing customer satisfaction
- Generated over \$16M in sales and \$1.5M profit in 2006, 400% over fiscal year goal, winning Top Sales Award
- Analyzed market and previous deals, predicting prices from competitors and improving win rate in 50%

Pre-Sales Systems Engineer

2001 – 2004

Teamed with sales managers, developing and presenting solutions to customers; promoted after 1 year

- Designed 80% of company projects in the period of 2002 – 2004, with \$20M total revenue

EDUCATION

University of Southern California, Marshall School of Business

Los Angeles, CA

Master of Business Administration

May 2010

Centro Federal de Educacao Tecnologica – CEFET-RJ

Rio de Janeiro, Brazil

Bachelor of Science, Electrical Engineering

October 2007

ADDITIONAL INFORMATION

- Languages: Fluent in English and Spanish, Native in Portuguese
- Founded Vektor Technology in 2001, an IT services company for SMB in LatAm, sold in 2005
- Technical Knowledge: Microsoft Certified Systems Engineer, Python, Machine Learning, Deep Neural Networks
- Interest in AI evolution, public speaking and entertaining seniors with Frank Sinatra impressions