

JOAB PAIVA

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PROFESSIONAL IDENTITY

Strategic technology and go-to-market leader operating at the intersection of **platforms, ecosystems, and AI-enabled transformation**. Known for translating complex technical capabilities into **market-ready narratives, scalable enablement models, and customer-centric strategies** across enterprise, public sector, SMB, and partner ecosystems.

Brings over 20 years of global experience spanning technical sales, competitive intelligence, product marketing, and ecosystem development, with a career arc that blends **hands-on technical depth** with **executive-level strategic leadership**. Actively focused on how generative AI can augment decision-making, competitive positioning, and organizational design—without losing the human context behind technology adoption.

EXECUTIVE NARRATIVE SUMMARY

Senior technology leader with 20+ years of experience driving adoption, revenue growth, and market expansion for commercial computing platforms across the Americas and global markets. Proven ability to align sales, product, marketing, engineering, and partner organizations around clear strategies that turn complexity into execution.

Built and scaled go-to-market strategies across **enterprise, government, education, SMB, and partner-led channels**, with deep expertise in competitive positioning, ecosystem enablement, and technical sales storytelling. Career includes founding and operating ecosystem validation labs, creating partner-focused technical sales roles replicated globally, and leading global and regional strategy functions during periods of market and organizational transition.

Over the past several years, expanded focus into **AI-driven leadership and applied generative AI**, completing executive programs at Stanford and MIT and developing hands-on projects exploring AI for competitive enablement and organizational design. Fluent in English, Portuguese, and Spanish, with a history of cross-cultural leadership across the United States, Latin America, and global partner ecosystems.

CORE DOMAINS OF EXPERTISE

- Go-to-Market Strategy & Execution
- Competitive Intelligence & Market Positioning
- Technical Sales & Executive Storytelling
- Ecosystem Development & Strategic Partnerships
- Partner Enablement & Scale Models
- Artificial Intelligence Strategy & Adoption
- AI-Augmented Sales, Marketing & Decision Support
- Product Marketing & Platform Strategy
- Business Model Design & Market Expansion
- Cross-Functional & Global Leadership

PROFESSIONAL EXPERIENCE

Intel Corporation - United States & Brazil | 2006 – 2025

Intel career spanning 19 years, with progressive leadership roles across **technical engineering, sales enablement, ecosystem development, go-to-market strategy, and global competitive leadership**, supporting enterprise, SMB, public sector, education, and partner ecosystems across Latin America, the United States, and global markets.

Global Commercial Client Competition Lead | February 2025 – August 2025

Owned Intel's **global competitive strategy** for commercial client platforms during a period of heightened market pressure and accelerated competition from AMD, Apple, Qualcomm, ARM, and MediaTek.

Acted as the central orchestration point between **field sales, product marketing, engineering, validation labs, and executive stakeholders**, ensuring fast, coherent, and field-ready competitive responses. Partnered directly with regional and global sales teams on high-value opportunities, delivering actionable competitive intelligence, benchmarks, objection handling, executive positioning, and decision support.

Led coordination of competitive playbooks, sales decks, enablement content, and training assets, while continuously synthesizing field feedback and customer insights into product, roadmap, and messaging discussions.

Impact:

Influenced multiple multi-million-dollar opportunities, strengthened Intel's competitive posture globally, and scaled consistent, defensible narratives across diverse geographies and customer segments.

Americas Commercial Scale Strategy Lead | July 2024 – February 2025

Led **regional go-to-market strategy** for secure, sustainable, and AI-enabled commercial client solutions across North and Latin America.

Defined scaling strategies for commercial PCs and notebooks, balancing global priorities with regional market dynamics. Owned end-to-end business models—from strategic planning and portfolio positioning through performance analytics and execution tracking.

Guided regional application of Intel's **AI, security, manageability, and sustainability** capabilities, working closely with OEMs, distributors, resellers, and ecosystem partners to improve attach rates, upsell motions, and speed-to-market.

Represented Intel externally in podcasts, interviews, and industry forums, reinforcing leadership positioning around AI-ready commercial platforms.

Impact:

Improved partner profitability, expanded regional adoption of differentiated platform capabilities, and positioned Intel as a trusted leader in AI-ready commercial computing across heterogeneous markets.

Commercial Client Technical Sales — Partner | September 2020 – July 2024

Founded and scaled Intel's **partner-focused technical sales role**, initially in the U.S. and later replicated globally.

Served as the lead technologist and trusted advisor for GSIs, NSIs, ISVs, OEMs, and strategic partners, translating Intel vPro and commercial platform capabilities into business-level outcomes across security, productivity, manageability, and lifecycle efficiency.

Worked directly with partner executive leadership to shape joint go-to-market programs, solution positioning, and enablement strategies. Delivered technical training, workshops, solution recipes, demonstrations, proofs of concept, and customer pilots to accelerate adoption and enable solution-selling motions.

Supported the full lifecycle of partner enablement, including training frameworks, analytics, partner matchmaking, and bundled solution design.

Impact:

Accelerated vPro adoption, elevated partner solution maturity, and established Intel as a strategic, outcome-oriented partner for enterprise and SMB ecosystems.

Global SMB Sales Director (Interim) | September 2022 – November 2022

Assumed interim leadership of Intel's **global SMB sales organization** during a leadership transition.

Maintained operational continuity across OEM, distributor, and reseller channels, reinforced partner engagement, and stabilized execution during a period of organizational change.

Impact:

Sustained sales momentum, preserved team morale, and ensured uninterrupted global SMB operations during a critical transition period.

Ecosystem Development Manager | December 2016 – October 2020

Established and led Intel's **U.S. Vendor Technical Lab Service Center**, responsible for validating ecosystem components—including Wi-Fi, SSDs, sensors, and emerging technologies—for upcoming client platforms.

Managed an eight-person engineering team, standardized validation methodologies, improved cross-lab consistency, and worked closely with component vendors to align roadmaps with Intel platform requirements.

Actively mentored engineers, supported technical career growth, and partnered with internal product and engineering teams to ensure ecosystem readiness at launch.

Impact:

Reduced ecosystem friction, accelerated time-to-market, improved platform launch readiness, and influenced global adoption of standardized validation models.

Senior Technical Manager — Intel Brazil | March 2014 – December 2016

Led integration of Intel technologies into the Brazilian market, working across OEMs, ISVs, distributors, and government entities.

Supported national innovation initiatives, secured government-backed R&D partnerships, and aligned Intel platforms with regulatory, procurement, and market requirements.

Impact:

Strengthened Intel's market presence in Brazil and contributed to sustained public-sector and ecosystem growth.

Business Development Manager — Intel Brazil | March 2013 – March 2014

Spearheaded new sales programs for tablets and servers in collaboration with ODMs and OEMs, with a focus on emerging categories and growth verticals.

Supported public sector and education opportunities through solution positioning, proof points, and technical validation.

Impact:

Opened new revenue streams and expanded Intel's reach into new device categories and institutional markets.

Sales Engineer — Intel Brazil | March 2011 – March 2013

Supported adoption of desktop platforms across Latin America, navigating regulatory requirements (PPB) to enable platform qualification.

Introduced early IoT pilots in retail and security environments, creating foundational proof points for future market expansion.

Impact:

Advanced desktop adoption and pioneered early IoT deployments in the Brazilian market.

Technical Engineer — Intel Brazil | March 2006 – March 2011

Led technical enabling for client and server platforms across Latin America.

Created and delivered ODM workshops to improve regional ecosystem readiness, managed the Brazil ADC lab, and improved testing efficiency and time-to-market for locally manufactured platforms.

Impact:

Elevated ODM technical maturity and strengthened Intel's regional ecosystem capabilities.

Advanced Micro Devices (AMD)

Field Sales Engineer | São Paulo, Brazil | **January 2005 – March 2006**

Promoted AMD64 technology adoption across enterprise and education customers through benchmarks, technical training, and competitive positioning.

Worked closely with system integrators and customers to demonstrate architectural advantages and performance differentiation.

Impact:

Secured competitive customer wins and strengthened AMD's presence in key accounts.

TDI Electronics do Brasil

Senior Technical Product Manager | Campinas, Brazil | **December 2000 – January 2005**

Led server product strategy and solution development for enterprise and academic customers.

Architected and delivered high-performance computing solutions to universities, including one of Brazil's first genomics research clusters at the University of Campinas (Unicamp). Developed vertical solutions for finance, retail, and education.

Impact:

Enabled major scientific research initiatives and diversified company revenue streams through vertical solution expansion.

Compunews Tecnologia

IT Technician | **August 1999 – December 2000**

Provided IT infrastructure, systems, and network support for SMB customers, building early hands-on experience across hardware, operating systems, and enterprise environments.

Texas Instruments

IT Intern | **June 1998 – August 1999**

Supported PC and server deployments, internal systems, and user support, gaining early exposure to enterprise IT environments.

Caixa Econômica Federal

IT Intern | **January 1998 – June 1998**

Provided IT support for banking operations within a large public financial institution, gaining early experience in regulated, mission-critical environments.

KEY PROJECTS & APPLIED WORK

HPC Genomics Cluster — University of Campinas (Unicamp), Brazil

Early 2000s

Architected one of Brazil's first high-performance computing (HPC) clusters dedicated to genomics research, enabling large-scale biological data processing at a time when local infrastructure and funding were limited.

This project required translating academic research needs into viable system architectures, balancing performance, cost, and availability. It became a formative experience in designing solutions under constraints—an approach later echoed throughout work in emerging markets, public sector engagements, and partner ecosystems.

Why it mattered:

Demonstrated early ability to bridge advanced technology, institutional constraints, and real-world outcomes—supporting scientific research that would otherwise have been inaccessible.

Ecosystem Enabling Workshops & ODM Readiness — Latin America

Intel Brazil

Created and led a structured **Ecosystem Enabling Workshop** program to elevate the technical maturity of regional ODMs and component vendors across Latin America.

The program combined hands-on technical training, roadmap alignment, and validation guidance, helping ODMs meet Intel platform requirements while accelerating time-to-market for locally relevant products. This work improved ecosystem readiness and strengthened Intel's regional influence during key platform transitions.

Why it mattered:

Shifted ecosystem engagement from reactive support to proactive capability-building—laying groundwork for scalable partner enablement models used later at global scale.

Government R&D Partnerships & Public Sector Innovation — Brazil

Intel Brazil

Led and supported multiple initiatives with Brazilian government entities and local design houses to secure R&D funding and align Intel platforms with national innovation priorities.

Work required navigating regulatory frameworks, public procurement dynamics, and cross-border stakeholder alignment—while ensuring technical feasibility and long-term ecosystem value.

Why it mattered:

Built durable bridges between government policy, private-sector technology, and local innovation—experience later informing public sector strategy and procurement-focused thought leadership.

Intel U.S. Vendor Technical Lab Service Center — Ecosystem Validation

Intel, United States

Founded and led a U.S.-based Vendor Technical Lab Service Center responsible for validating ecosystem components (Wi-Fi, SSDs, sensors, and emerging technologies) for upcoming Intel client platforms.

The lab standardized validation processes, reduced friction between component vendors and OEMs, and improved platform readiness at launch. Over time, its operating model influenced similar validation efforts globally.

Why it mattered:

Turned ecosystem readiness into an operational discipline—combining technical rigor, process design, and cross-functional coordination at scale.

Partner-Focused Technical Sales Model — United States & Global

Intel Commercial Client

Created and scaled a **partner-centric technical sales role** designed to bridge product capabilities, business outcomes, and partner GTM execution. The model emphasized solution narratives, technical credibility, and repeatable enablement assets.

Initially developed for the U.S. market, the role and engagement framework were later replicated globally.

Why it mattered:

Moved technical sales from reactive support to a proactive growth engine—aligning partners, sellers, and customers around shared outcomes rather than features.

Stanford Capstone — AI for Competitive Enablement

Stanford School of Engineering

As part of the AI-Driven Leadership program, authored a capstone project exploring how **generative AI could augment competitive intelligence and positioning workflows**.

The project focused on automating the synthesis of competitive inputs—benchmarks, messaging, objections, and field feedback—into structured battle cards and positioning briefs, while keeping humans in control of narrative and judgment.

Why it mattered:

Shifted competitive strategy from static artifacts to adaptive, AI-augmented systems—foreshadowing modern GTM enablement workflows.

MIT Project — DefragWorks (Conceptual)

MIT xPRO: Driving Innovation with Generative AI

Developed the concept for **DefragWorks**, an AI-powered organizational design and flash team-building system aimed at helping organizations better understand skills, goals, and team composition.

The project explored how generative AI could support—not replace—human decision-making in areas such as team formation, role clarity, and organizational adaptability.

Why it mattered:

Marked a transition from using AI *on* organizations to designing AI *for* organizations—anchored in governance, transparency, and humane use of technology.

AI EDUCATION & APPLIED LEARNING

Over the past several years, deliberately expanded focus into **artificial intelligence as a leadership, strategy, and organizational design discipline**—not as a purely technical pursuit. Emphasis has been on understanding where AI meaningfully augments human judgment, accelerates sense-making, and improves execution, while avoiding automation traps that erode accountability or context.

This learning path combines executive education with applied projects directly connected to real-world GTM, competitive strategy, and organizational challenges.

Stanford School of Engineering

AI-Driven Leadership: Strategies for the Future

Executive program focused on AI adoption frameworks, decision augmentation, and the strategic implications of generative models across enterprises.

Explored:

- Augmentation vs. automation tradeoffs
- Organizational readiness for AI adoption
- Competitive implications of AI-enabled workflows
- Governance, bias, and human-in-the-loop models

Capstone Project — AI for Competitive Enablement

Designed a system concept using generative AI to accelerate competitive intelligence workflows—transforming fragmented inputs (benchmarks, field feedback, objections, positioning) into structured, adaptive battle cards and positioning briefs. The approach emphasized AI as a *copilot*, preserving human ownership of narrative and judgment.

Applied outcome:

A practical blueprint for AI-augmented GTM enablement that scales insight without diluting strategic intent.

MIT xPRO

Driving Innovation with Generative AI

Program centered on applying generative AI to innovation, systems thinking, and organizational problem-solving.

Covered:

- Generative models and their business implications
- Human-AI collaboration patterns
- AI for sense-making, design exploration, and decision support
- Constraints, ethics, and governance in applied AI systems

Applied Project — DefragWorks (Conceptual)

Developed the concept for an AI-powered organizational design and team-building system. The project explored how structured data (skills, goals, context) combined with generative AI could help organizations form better teams, identify capability gaps, and adapt more fluidly—without replacing human leadership.

Applied outcome:

A governance-first approach to organizational AI, positioning AI as a tool for clarity and alignment rather than control.

Stanford Continuing Studies

A Crash Course in Artificial Intelligence

Foundational program covering core AI concepts, model types, and real-world applications, with a focus on business relevance rather than implementation depth.

Purpose:

Establish a shared language across technical and non-technical stakeholders, enabling clearer communication, better framing of AI initiatives, and more effective cross-functional collaboration.

EDUCATION

Fundação Getulio Vargas (FGV)

Executive MBA — IT & Strategic Business Management

Completed an Executive MBA with a focus on the intersection of **technology, strategy, and business execution**. The program emphasized systems thinking, strategic finance, leadership, and decision-making in complex organizational environments.

This education provided a formal framework that later informed leadership roles across go-to-market strategy, ecosystem development, and global sales enablement—particularly in situations requiring alignment between technical constraints, business objectives, and stakeholder incentives.

Context:

FGV is widely regarded as one of Brazil's leading business schools, with strong ties to industry and public-sector leadership—making the program especially relevant to work spanning enterprise, government, and regulated markets.

Universidade Paulista

B.S. — Information Systems Management

Undergraduate degree combining information technology, systems analysis, and business fundamentals. Built a strong technical foundation in computing systems, infrastructure, and applied IT, while developing early exposure to how technology supports organizational workflows.

This technical grounding enabled a career that consistently bridges hands-on engineering understanding with business-facing leadership roles.

PUBLICATIONS, SPEAKING & THOUGHT LEADERSHIP

White Paper — Public Sector Technology Procurement

Co-Author: *The Role of Benchmarks in the Public Procurement of Personal Computers*

Co-authored a white paper focused on modernizing how public-sector organizations evaluate and procure personal computing platforms. The paper addressed performance benchmarking, total cost of ownership, security, AI readiness, sustainability, and transparency in procurement processes.

While written for public-sector audiences, the principles and frameworks apply broadly across **enterprise, SMB, education, and partner ecosystems**, particularly as AI-capable devices and security requirements reshape purchasing decisions.

Why it matters:

Demonstrates the ability to translate deep technical considerations into neutral, policy-aware guidance—balancing innovation, fairness, and real-world constraints.

Industry Speaking & Media Engagement

Regularly invited to speak at **partner, customer, and internal executive forums**, as well as participate in **industry podcasts and media discussions**, focused on commercial computing, go-to-market strategy, competitive positioning, and AI readiness.

Presentations and conversations typically center on:

- Translating platform capabilities into customer-relevant value
- Competitive strategy grounded in real usage models and benchmarks
- AI adoption in enterprise environments, with emphasis on governance and augmentation
- Ecosystem alignment across OEMs, ISVs, partners, and sales organizations

Notable engagements include participation in industry podcasts discussing enterprise IT strategy and small-to-midmarket technology adoption, as well as leading webinars and executive briefings for partners and customers across the Americas and global markets.

Approach:

Known for making complex technical and strategic topics accessible to mixed technical and business audiences—favoring clarity, neutrality, and practical decision support over hype.

Thought Leadership Orientation

Across writing, speaking, and internal enablement work, a consistent set of themes emerges. Artificial intelligence is approached as a **decision-augmentation tool**, designed to strengthen human judgment rather than replace leadership. Competitive strategy is grounded in **real usage models and practical tradeoffs**, not abstract specifications. Healthy ecosystems are treated as **multipliers of platform success**, requiring long-term alignment rather than transactional engagement. Throughout, clarity and simplicity are viewed not as communication preferences, but as **strategic advantages**—especially in complex, fast-moving environments.

COMMUNITY, MENTORSHIP & LEADERSHIP

Leadership throughout my career has extended beyond formal roles, with a consistent emphasis on **mentorship, capability-building, and long-term impact**—particularly in environments where access, structure, or guidance are limited.

Leadership Education & Youth Mentorship

Jovem Líder — Brazil & Angola

Delivered leadership, productivity, and self-management training to young professionals and emerging leaders, drawing from both professional experience and practical frameworks.

Topics covered included:

- Self-leadership and accountability
- Time and energy management
- Decision-making under uncertainty
- Productivity systems and habit formation
- Translating ambition into sustainable execution

The goal was not motivational speaking, but **practical skill transfer**—helping participants build routines, discipline, and confidence to navigate early career challenges.

Professional Mentorship & Enablement

Actively mentored engineers, technical sellers, and emerging leaders across global organizations, supporting:

- Career progression and role transitions
- Development of executive communication skills
- Technical-to-business storytelling

- Competitive and strategic thinking

Frequently led **train-the-trainer** and peer enablement sessions to scale best practices across teams, ensuring knowledge and frameworks outlived individual contributors.

Leadership Philosophy

Across mentorship and leadership activities, core beliefs include:

- Clarity is an act of respect
- Discipline and structure enable creativity
- Leadership is measured by impact, not hierarchy
- Sustainable performance requires humane systems

LANGUAGES

Fluent in **English, Portuguese, and Spanish**, with professional experience leading teams, engaging customers, and supporting partners across the United States, Latin America, and global markets.