

JOAB PAIVA

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SUMMARY

Strategic technology leader with 20+ years of experience in product marketing, competitive positioning, and global go-to-market strategy. Proven ability to drive the adoption of commercial computing platforms across sales partners, enterprise and public sector customers worldwide. Expert in crafting compelling narratives, developing customer-facing content, and leading cross-functional initiatives. Fluent in English, Portuguese, and Spanish with a passion for user-centric innovation and enterprise technology ecosystems.

EXPERIENCE

Intel Corporation | Santa Clara, CA | Dec 2016 – Present

Global Commercial Client Competition Lead (Feb 2025 – August 2025)

Direct Intel's global competitive strategy across the Commercial Client segment, aligning cross-functional teams to position Intel's platforms for success in customer engagements and strategic initiatives. Serve as a central interface between field sales, engineering, and marketing to accelerate responsiveness, drive deal support, and develop impactful tools and narratives. Champion scalable processes to ensure market needs are translated into internal execution while advancing Intel's broader strategic goals.

- Guide the global competitive positioning for Intel's commercial client portfolio across Large Enterprise, SMB, Government, and partner-led channels—ensuring field teams are equipped to win against AMD, Qualcomm, Apple, ARM, and Mediatek.
- Partner closely with field sales to support high-value opportunities, delivering actionable insights, tailored messaging, and benchmark data that influence customer decisions and secure design wins.
- Lead strategic collaboration with engineering and lab teams to prioritize technical proof points, address customer requirements, and align platform strengths with market demands.
- Coordinate with marketing and competition teams to develop sales-facing collateral, including positioning decks, one-pagers, training content, and objection-handling tools tailored to real-world seller needs.
- Align competitive strategy with Intel's top commercial priorities—such as AI readiness, manageability, platform attach, and value-added services—to strengthen market leadership and execution focus.

Americas Commercial Scale Strategy Lead (Jul 2024 – Feb 2025)

Lead the strategic oversight and execution of comprehensive strategies across the Americas to boost the adoption and integration of cutting-edge technologies within the commercial client segment. Leverage expertise in market dynamics and a proactive approach to empowering partners and delivering innovative solutions.

- Define and implement strategies for commercial client PCs and notebooks to scale operations and achieve substantial growth across diverse markets in the Americas.
- Drive strategic partnerships with Intel partner account managers and external partners, optimizing margins and tailoring solutions to meet specific market needs, enhancing sales effectiveness.
- Guide regional technology strategy and application as the lead commercial technologist, utilizing expertise in AI, security, manageability, sustainability, productivity, and the product platform.
- Manage end-to-end business model initiatives from strategy formulation to performance analytics, ensuring successful market penetration and revenue growth.
- Engage actively in media through podcasts, collaborations with influencers, and industry interviews to amplify market presence and highlight technological leadership.
- Oversee cross-functional teams, aligning internal resources from technical to sales teams and beyond, facilitating prepared and supportive interactions with partners and customers.

Commercial Client Technical Sales – Partner (Sep 2020 – Jul 2024)

Guided the development and execution of partnership-driven sales strategies to enhance the deployment and integration of commercial client products across the US. Created and established this role for Intel, with multiple positions currently in place globally.

- Orchestrated sales strategies for commercial client PCs and notebooks to amplify market presence and meet sales targets through robust partner networks, responding to evolving market demands.
- Strengthened relationships with partner account managers and external partners, enhancing sales effectiveness, profit margins, and delivery of solutions tailored to the nuanced needs of end customers.
- Acted as the commercial technologist lead, guiding the use of Intel's vPro platform and ensuring solutions

aligned with partner and end-user needs.

- Directed support for business models from strategy development to performance analytics, significantly enhancing business outcomes.

Global SMB Sales Director, Interim (Sep 2022 – Nov 2022)

During a three-month critical transitional phase, led strategic sales initiatives to sustain and enhance Intel's SMB sales momentum across global markets. Deepened partnerships and improved sales processes, leading to increased satisfaction for partners and customers.

- Developed global sales strategies for Intel Solutions and related SMB products, aligning with corporate goals and effectively adapting to market needs; enhanced sales performance across channels including OEMs, distributors, and direct market resellers.
- Managed a diverse sales team, fostering productivity and focus, and ensuring morale remained high.
- Collaborated with cross-functional teams to meet ambitious sales targets, while maintaining high operational efficiency.
- Strengthened key business partnerships and vendor relations, aligning efforts with strategic objectives to boost market penetration and drive revenue growth.

Ecosystem Development Manager (Dec 2016 – Oct 2020)

Established and led a US-based Intel/Vendor Technical Lab Service Center offering validation services to component partners worldwide, supporting platform readiness, innovation, and ecosystem alignment for future Intel-based systems.

- Managed a team of 8 technicians responsible for testing and validating components (e.g., Wi-Fi, SSDs, sensors) to ensure compatibility and readiness for upcoming Intel client platforms.
- Directed daily lab operations while mentoring team members, supporting career growth, workload management, and work-life balance.
- Coordinated enablement and validation efforts with engineering, sales, and OEM stakeholders to accelerate feature integration and time-to-market.
- Influenced global component vendors to align product designs and roadmaps with Intel's technical guidelines and platform objectives.
- Supported platform-level innovation by enabling and verifying advanced features that improved user experience and created competitive differentiation.

Intel Corporation | São Paulo, Brazil | May 2006 – Dec 2016

Senior Technical Manager (Mar 2014 – Dec 2016)

Enhanced local technology development and fostered innovation, integrating Intel's advanced technologies into the Brazilian market. Worked with foreign companies and partners, and engaged with government R&D initiatives to boost investment in local design houses.

- Collaborated with global companies and local design houses, developing market-specific solutions that increased local influence and market share.
- Secured funding and support for local technology projects, which amplified investment in the tech sector through strategic partnerships and negotiations with the Brazilian government.

Business Development Manager (Mar 2013 – Mar 2014)

Spearheaded initiatives to enhance sales volumes and broaden Intel's market presence; managed sales of desktop and NUC products, enabling tablet sales expansion, and launching a strategic server sales program.

- Managed product transitions and supply alignment to drive increases in desktop and NUC sales volume.
- Launched a tablet sales program in partnership with Asian ODMs, greatly enhancing tablet availability and standardization across the broad channel.
- Initiated and led a server sales program with OEM products, strategically positioning Intel in the PC-like server market and opening new revenue channels.

Sales Engineer (Mar 2011 – Mar 2013)

Enabled the desktop ecosystem and shaped sales strategies across the region; aligned local ecosystem components with Intel's global objectives and drove innovative IoT solutions.

- Boosted product compatibility across Latin America by aligning local component ecosystems with sales strategies and platform transitions.
- Navigated local regulatory barriers, such as Brazil's PPB, enhancing market access for Intel products and ensuring vendor compliance.
- Spearheaded the adoption of IoT solutions in key sectors like retail, digital signage, and security, which

expanded market penetration and elevated technological presence in the region.

Technical Engineer (May 2006 – Mar 2011)

Directed the technical enabling of key components critical to client and server ecosystems, driving significant product development and technology transitions aligned with Intel's strategic goals.

- Created and led the Ecosystem Enabling Workshop, which greatly advanced the technical capabilities of Original Design Manufacturers (ODMs) across Latin America, elevating their innovation potential and strategic alignment with Intel's roadmap.
- Oversaw the Brazil ADC lab, significantly boosting its testing and development capabilities, which in turn enhanced the quality and market readiness of Intel's products.

AMD | São Paulo, Brazil | Oct 2005 – May 2006

Field Sales Engineer

Oversaw technical advisory and strategic engagements across broad-channel markets, notably in servers and PC clients; efforts were central to the introduction and advocacy of AMD64 technology, which marked a significant advancement in computing capabilities.

- Enhanced market penetration and brand visibility, particularly in the server and PC client segments.
- Championed the introduction of AMD64 technology, leading to its widespread adoption in key accounts and educational institutions, setting a new standard in computing and bolstering competitive edge.
- Delivered compelling competitive speeches and benchmarks demonstrating superior product performance, boosting customer adoption, and strengthening sales strategies.

TDI Electronics do Brasil | Campinas, Brazil | Jun 2000 – Oct 2005

Senior Technical Product Manager

Led server product strategy and acted as a solution architect, significantly enhancing the company's offerings and market position. Collaborated with industry leaders like Intel and AMD, which enriched expertise and leadership capabilities in the semiconductor industry.

- Drove server product development, defining specifications that aligned with market demands and technological trends, boosting the company's market competitiveness.
- Managed critical projects across finance, retail, and education sectors, winning bids and strengthening industry presence; supported pivotal HPC implementations in universities, advancing research capabilities and technological education.

EDUCATION

MBA, IT & Strategic Business Management, Fundação Getulio Vargas | São Paulo, Brazil | Jun 2007

Information Systems Management, Universidade Paulista | Campinas, Brazil | Jul 2005

COURSES

Driving Innovation with Generative AI: Massachusetts Institute of Technology (MIT xPRO) - Nov 2025

AI-Driven Leadership - Strategies for the Future: Stanford School of Engineering - Sep 2025

A Crash Course in Artificial Intelligence: Stanford Continuing Studies - Aug 2025

Inclusive Leaders Alumni, Intel Corporation, Mar 2024

The Art of Negotiation: Quantic School of Business and Technology, Nov 2020

Theories of Leadership: Quantic School of Business and Technology, Sep 2020

Developing a Corporate Philosophy: Quantic School of Business and Technology, Aug 2020

SKILLS

Sales Strategy & Enablement | Technical Advocacy | Executive & Cross-functional Leadership | Market Expansion
Business Development | Strategic Partnerships | Decision-Making | Product Management | Go-to-Market | AI

LANGUAGES

Fluent in English, Portuguese & Spanish