

EDUARDO TOLEZANI

PRODUCTS, PROJECTS, ENGINEERING,
INNOVATION & MARKETING

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SUMMARY

Highly accomplished and innovative senior product leader with 25+ years of experience driving R\$100 Mi+ annual revenue business strategy, product development, and go-to-market execution in the electronics and telecommunications industries. Proven ability to lead and mentor multinational teams, launch innovative products internationally, and exceed revenue targets in complex and competitive markets. Extensive experience with international technology partners.

EDUCATION

- Bachelor's Degree in Telecom Engineering, POLI-USP, Brazil (1999).
- Master's Degree in Telecom, POLI-USP, Brazil (2004)
- MBA in Strategic Project Management, FGV, Brazil with international extension on The George Washington University - School of Business, USA (2010).
- Certified Scrum Master (2018)
- Growth Hacking (2021)

SKILLS

- Product & Roadmap Strategy, Development, Marketing & Go-to-Market
- P&L Management
- Project Management and Team Leadership & Mentorship
- International Business Development
- Telecommunications (5G/4G/3G, Satellite, TV, Smart Home)
- Electronics Manufacturing & Supply Chain Management

LANGUAGES

- Portuguese – Native
- English – Advanced
- French – Intermediate
- Italian – Intermediate

EXPERIENCE

Elsys Equipamentos Eletrônicos | São Paulo, Brazil | Dec 2010 – Aug 2025

Director of Innovation and Special Projects (Feb 2025 – Aug 2025)

Led long-term strategy definition, creation of new businesses, prototyping solutions, and mapping public innovation incentives.

Head of Products, R&D & Marketing (oct 2023 – Jan 2025)

Directed product strategy across multiple lines that accounted for over R\$100 million in annual revenue (Telecom, AI, Smart Locks, Wi-Fi Cameras, Satellite TV), managing teams in Brazil and China and launching products across the Americas. Drove marketing initiatives that boosted brand awareness and customer engagement.

Telecom Business Unit Manager (Dec 2021 – Sep 2023)

Executed BU plans, overseeing the full lifecycle of 4G/5G long-range solutions as well as internet satellite (HUGHES) business - sales, aftersales, distributors and field services - ensuring compliance across international markets.

R&D Manager (Dec 2010 – Nov 2021)

Led product development, implemented project management practices that improved efficiency, built a high-performing engineering team, and expanded R&D and lab capabilities.

S21 Engenharia (Nov 2009 – Nov 2010)

R&D Engineer & Consultant

Managed and developed projects such as X-band satellite payload and C-band satellite TV set-top boxes.

Omnisys Engenharia (Thales group) – (Oct 2002 – Nov 2009)

R&D Engineer for Aerospace and Defense Industry

Managed, coordinated, and developed projects such as:

- S-band & X-band satellite payload (CBERS – INPE)
- Tracking radar for space rocket launch centers – CLA and CLBI
- Weather and air traffic control radars

POLI - USP, Microelectronics Lab (Aug 1997 – Sep 2002)

- Developed microwave integrated circuits (MMIC) for NEC Brazil
- Four papers published on specialized Symposium of Microwave