

JOSÉ LUCIANO VIANA DO VALE

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Professional Summary

A results-driven senior business development and sales leader with 30+ years steering technology initiatives, seeking to leverage extensive experience in aerospace, technology commercialization, and strategic partnerships within the advanced technology and defense sector at Grupo Edge. Proven ability to act as a trusted advisor to clients and senior stakeholders, orchestrating complex, high-value technology opportunities, driving market expansion, exceeding sales objectives, and fostering strategic growth. Expertise in building strategic partnerships in complex technology ecosystems, leading cross-functional teams, and leveraging advanced technologies like AI to drive growth and customer innovation. Possesses a Master's in Business Administration and a Bachelor's in Aeronautical Engineering from ITA.

Core Competencies

- Strategic Sales & Business Development
- Advanced Technology Markets
- Complex Deal Orchestration & Negotiation
- Customer Engagement
- Partnership & Ecosystem Development
- Strategic Growth Initiatives
- Cross-Functional Team Leadership
- Market Entry Strategy
- Pipeline Management & Forecasting
- Government & Regulatory Engagement
- AI for Strategic Business Process Optimization
- New Technology Commercialization

Work Experience

Managing Partner | Ijavendi Sistemas Digitais – São José dos Campos, Brazil

(08/2022 – Present)

- Leads a start-up focused on developing an innovative digital solution for the pre-owned car market.
- Drives market entry strategy by establishing and nurturing strategic partnerships with key players to accelerate solution launch.
- Works closely with the CTO on service specifications and product roadmap, ensuring alignment with customer needs.
- Leverages AI for strategic business process optimization, including complex contract development and market analysis.

Shareholder & Director of Business Development & Sales | Phytopenus – Curitiba, Brazil

(08/2014 – 11/2015)

- Developed and executed a comprehensive sales and marketing strategy, achieving a 71% sales increase in 12 months and over 100% in 18 months.
 - Forged a key national distribution agreement to launch a new botanical spray, successfully introducing the product to health professionals.
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Director of Business Development | Qualcomm – São Paulo, Brazil

(10/2009 – 05/2014)

- Spearheaded the commercial launch and market entry of a mobile VoIP & multimedia solution across Brazil and Chile.
- Led the sales process for complex, high-value technology solutions, closing strategic deals and establishing lasting C-level relationships with key media companies, ISPs, and mobile marketing agencies.
- Served as a subject matter expert for the MagicLink™ video transcoding and URL shortening solution.

Sr. Manager, Business Development & Technical Marketing | Qualcomm – São Paulo, Brazil

(03/2007 – 09/2009)

- Acted as the Business Development Lead for MediaFLO Technologies (Mobile TV) in the Southern Cone, signing MOUs with key local media companies to launch mobile multimedia services.
- Engaged senior leaders at major media companies to identify and qualify opportunities for mobile TV services, building a robust pipeline.
- Orchestrated a complex technology ecosystem involving OEMs (handset specifications) and software developers (reference platform).
- Successfully navigated complex regulatory landscapes across four South American countries (Anatel, CNC, Subtel, URSEC), adapting regulations to enable market entry for new mobile TV services.

Sr. Manager, Product & Business Development | Qualcomm – São Paulo, Brazil

(01/2003 – 02/2007)

- Built and led a local community of over 50 software developers and content providers, launching over 300 unique wireless data applications and generating tens of millions in revenue.
- Led technical and business discussions with operators and developers, interfacing across Finance, Legal, and Product Management to drive customer satisfaction.

Previous roles include Strategic Planning at Embraer; Key Account Manager at Furukawa; Manager of Business Development at Ericsson; Risk Consultant at FM Global; and Systems Engineer at Embraer.

Education

- **Master of Business Administration (MBA)**
EAESP/FGV - Fundação Getúlio Vargas - São Paulo, Brazil
- **Bachelor of Science, Aeronautical Engineering**
ITA - Instituto Tecnológico de Aeronáutica - São José dos Campos, Brazil

Languages

- **Portuguese:** Native
- **English:** Advanced
- **Spanish:** Intermediate