

Edson Oliveira Jr

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 US Citizen Multilingual: English, Portuguese, Spanish

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Professional Summary

Dynamic and results-driven **Sales Executive** with **24 years of experience** in technology and financial services, specializing in **market expansion across the Americas** (North, Central, and South). Proven track record of **driving multimillion-dollar revenue growth, securing enterprise deals, and building strong executive-level relationships** across diverse regional markets. Expertise in selling **Payment and Authentication solutions, SaaS, and FinOps technologies** to Fortune 500 companies, financial institutions, and government agencies. Executing strategic sales initiatives and navigating complex sales cycles in **global and multicultural environments**.

Fluent in English, Portuguese, and Spanish, ensuring seamless engagement with clients across the Americas.

Professional Experience

Vice President of Sales | MPi (Payment Industry, US) (Feb 2025 – Present)

Lead business expansion across the Americas, driving multimillion-dollar growth through strategic partnerships with industry leaders.

- Spearheaded market entry strategies, securing high-impact contracts with **T-SYS, FIS Global, Fiserv, Capital One, and Citibank**.
- Oversaw high-performance teams, optimizing **sales execution and revenue forecasting** for sustained growth.

Account Director | Broadcom (VMware Acquired by Broadcom Dec 2023, US) (Jan 2022 – Dec 2024)

Managed a **\$3M+ revenue portfolio**, consistently exceeding quota across fiscal years. Led **market expansion across the US and LATAM**, successfully selling VMware's **FinOps and Kubernetes management SaaS solutions** to enterprise clients.

- Achieved **121% quota in 2022, 117% in 2023, and 105% in 2024**.
- Closed major contracts with **Energy Transfer, Applied Materials, PEMEX, Petrobras, BNDES, VALE, COPPEL, Claro, and government agencies**.
- Solely responsible for **driving the adoption of FinOps solution in LATAM**, working with partners and direct customers to secure deals.
- Led US-based sales initiatives, **building executive relationships and expanding VMware's footprint in key financial and energy sectors**.
- Awarded **Sales Excellence** recognition in 2022 for top revenue performance.

Digital Sales Manager | Thales (US) (Jul 2020 – Jan 2022)

Led enterprise sales in the financial sector, **securing \$1.5M+ in new business** and exceeding quota by **134%**. Specialized in **selling authentication solutions and personalized payment cards** to strategic financial clients.

- **Sold secure payment cards and authentication solutions**, driving adoption among major financial institutions.
- Managed executive relationships with **Citibank, Capital One, Goldman Sachs**, securing enterprise contracts for **card personalization, authentication devices, and SaaS security solutions**.
- Developed **strategic go-to-market plans** for payment card solutions, ensuring compliance with industry security standards and optimizing revenue streams.

Operational Program Director | Thales (US) (Jan 2016 – Jul 2020)

Led **cross-functional programs** overseeing product launches, manufacturing services, and strategic initiatives with a **\$2M+ budget**. Specialized in **secure document printing and payment card personalization for financial institutions**, ensuring high-quality production and compliance with industry standards.

- Managed **end-to-end production and personalization** of payment cards for major financial institutions, integrating **secure printing technologies** and personalization processes.
- Delivered a **new manufacturing site build-out**, including vendor negotiations, infrastructure setup, hiring, and operational execution for **secure financial and government document printing**.
- Developed cost models and introduced new **product lines** tailored to financial services clients.
- Managed enterprise accounts including **Citibank, Target, Capital One, Texas DPS, and Georgia DMV**, ensuring seamless execution of high-profile programs

Technical Project Manager | Thales (US) (Apr 2012 – Jan 2016)

Responsible for pre-sales activities, supporting the sales team to explain the technical solution, responding RFPs and quoting the professional services. Managed delivery project for telco strategic customers in the US and in Brazil. Managed integration engineers and developers.

- Managed customers: **Verizon, AT&T, VIVO (Brazil), Claro (Brazil), Oi (Brazil)**

Integration Engineer | Thales (Brazil) (Jul/2008 – Apr/2012)

In charge of delivering the company solution in telco strategic customers.

Responsible for hardware and software deployment and training.

Support Analyst | Brasilcap (Brazil) (May 2006 – Jul 2008)

Responsible for hardware and software acquisition (including negotiation) and management.

Database Administrator | Previ (Brazil) (Aug 2003 – May 2006)

Managed high availability database with Oracle and PostgreSQL.

The main point of the contract is to support the developer team.

Academic Background

- **MBA, Business Administration – IBMEC (2014)**
- **Post-Graduate, Computer Network Management – UFRJ/NCE (2008)**
- **Bachelor's in Computer Information Systems – UNESA (2005)**

Skills

Business

- Sales and Pre-Sales
- Program/Project management (Waterfall, Kanban, Agile, Scrum)
- Customer relationship
- Problem-Solving/Problem Management
- Risk management

- People management (direct report)
- Negotiation and Presentation
- Security for IT and physical
- Financial management

Technical

- Development languages: C, C++, Java, Shell Scripting, SQL, PL/SQL, PowerShell.
- Telecom VAS solution, in-house or cloud solution
- Windows and Unix/Linux-based System management
- Experience with card personalization solutions/machines
- Oracle and PostgreSQL Database management
- Network administration, Firewall, Switches, Routers
- MS Office suites (including Visio and Project)

- Cloud solutions
- Salesforce, Oracle CRM
- JBoss, Oracle App. server
- SAN management, Storage and Switches
- SNMP-based monitoring tools
- FinOps
- VMware Virtualization system

Courses:

- Project Manager, basics and PMBok advanced
- Finance Accounting at Wharton University
- Risk Management for Project Managers
- MCSE (Certified)

- Lean process: Green Belt
- ITIL Foundations (**certified**)
- FinOps Practitioner (**certified**)

Additional Information

• CERT Volunteer, City of Austin – Community Emergency Response Team

• EAD/CPR Certified