

Cristiano Rodrigues

São Paulo, SP, Brazil 

+55 (11) 97974-2747 

cristiano.rodrigues@gmail.com 

linkedin.com/in/cristianorodrigues 

Technical Business Development | Strategic Partnerships | Product & Technology Ecosystems

Technology professional with 25+ years of experience spanning semiconductor engineering, embedded systems, wireless connectivity, IoT ecosystems, manufacturing services (ODM/EMS) and technology business development.

Over the last 15 years, he has held customer-facing roles across field applications engineering, product marketing, business development, technical sales and strategic partnerships, supporting market expansion throughout Latin America.

Combines deep technical expertise with business development leadership and a proven track record of building strategic partnerships, expanding technology ecosystems and aligning customer needs with product and technology roadmaps.

Key Qualifications

- Responsible for ODM, EMS, and white-label business development initiatives supporting a robust opportunity pipeline across Latin America.
- Built technology ecosystem and market expansion initiatives supporting LoRaWAN adoption across smart metering, asset tracking, logistics, utilities, smart cities and livestock monitoring applications.
- Proven track record of developing strategic partnerships and introducing new technology offerings through collaboration with manufacturers, distributors, operators and solution providers.
- Extensive experience aligning customer requirements with product strategy, engineering organizations and manufacturing operations across international markets.
- Strong cross-functional leadership background, coordinating stakeholders across business development, product management, engineering, sales and operations teams.

Professional Experience

Quectel Wireless Solutions

Technical Sales Manager – ODM, EMS & White-Label Solutions | Nov 2024 – Present

- Introduced and established Quectel's ODM and EMS business development activities across Latin America, supporting customers and regional sales teams from Mexico to Argentina.
- Maintains a robust and diversified FY2026 opportunity pipeline and serves as the primary interface between customers, product organizations, engineering teams, and manufacturing operations in China.
- Led opportunity qualification, solution scoping and stakeholder alignment for connected device applications including asset tracking, fleet management, livestock monitoring, industrial automation, and smart metering.

- Supported the successful launch of more than a dozen ODM and EMS projects, including programs that developed into relevant recurring business.
- Maintains visibility across active opportunities and programs, coordinating with product and manufacturing teams to identify risks, align stakeholders, and support successful execution.

Vermont Rep

Business Development Manager | Oct 2018 – Oct 2024

- Led LoRaWAN business development and market expansion initiatives in Brazil, representing Semtech and supporting technology adoption across multiple industry verticals.
- Developed market strategies, ecosystem partnerships and customer engagement programs involving distributors, network operators, technology providers and solution integrators.
- Defined and promoted a multi-protocol value proposition combining LoRaWAN and Bluetooth technologies.
- Supported the expansion of LoRaWAN adoption across multiple applications, contributing to the consistent growth and consolidation of this business line.
- Introduced the Flex Power Modules product line into Vermont's portfolio through strategic industry relationships and expanded penetration within key accounts, increasing share-of-wallet from approximately 60% to 90%.

Unitec Semicondutores

Product Marketing & Sales Coordinator | Oct 2015 – Oct 2018

- Led product marketing and portfolio definition activities for a Brazilian semiconductor initiative focused on IoT and connectivity solutions.
- Conducted market analysis, customer discovery and roadmap development efforts to identify product opportunities and define future semiconductor offerings.
- Supported the definition of IoT and wireless connectivity products, including early LoRa-based solutions.

Avnet Electronics Marketing

Field Applications Engineer | Nov 2011 – Sep 2015

- Served as the sole Xilinx Field Applications Engineer covering Brazil, acting as the primary interface between customers, Avnet sales teams, Xilinx engineering organizations in the United States and the company's South America representative.
- Provided technical leadership for FPGA and embedded processing solutions across industrial and telecommunications sectors.
- Became the technical champion for Freescale solutions within Avnet, supporting customer engagements across multiple semiconductor technologies.

Opto Eletrônica

Senior Development Engineer | Apr 2010 – Oct 2011

- Led FPGA-based development of an infrared video processing system for a thermal imaging device.
- Worked within a multidisciplinary engineering team developing advanced embedded vision solutions, including contributions to an FPGA-based image processing system for the CBERS satellite program.

Freescale Semiconductor (Motorola SPS until Apr/2004)

IC Design Engineer | 2002 – 2010

- Specialized in functional verification and digital design for automotive 32-bit microcontrollers.
- Participated in the architecture definition and verification of an automotive timing coprocessor.

- Led the implementation of advanced verification methodologies, including formal verification techniques.

Scholarship

Computer Engineering – State University of Campinas (UNICAMP, 2001)

Postgraduate Studies in Project Management (FGV, 2008)

Postgraduate Studies in Business Management (FDC, 2022)

Languages

Portuguese (Native) | English (Fluent) | Spanish (Fluent) | French (Intermediate) | Mandarin Chinese (Basic)

Selected Technical Publications & Recognition

- Author of two IEEE LATW papers on functional and formal verification methodologies (2005, 2009).
- Motorola Bravo Award (2003)
- Freescale Distinguished Author Award (2005)
- Freescale e-Intelligence Author Award (2009)