



Rodrigo Caruso Amaral

AI STRATEGY · PARTNERSHIPS · GO-TO-MARKET

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PROFILE

*AI strategy, partnerships, and go-to-market leader bridging cutting-edge AI with real-world market impact — from cloud to edge. I take platforms from idea to launch and build the ecosystems that carry them: **1B+** impressions driven, 10+ platform launches, 50+ strategic partnerships.*

EXPERIENCE

AI Business Development Manager — Strategic Accounts

Qualcomm · San Diego, CA · Jan 2025 - Present

- Own business development across consumer applications and emerging platforms, identifying new markets and use cases for Snapdragon technologies beyond mobile.
- Drive partnership strategy from technical alignment through commercial close, coordinating engineering, product, and marketing.
- Prioritize high-impact partnerships and pilots through market and competitive analysis; partner with legal, finance, and operations on scalable engagement models.

Global Product Marketing Lead — Qualcomm AI Hub

Qualcomm · San Diego, CA · Jan 2024 - Dec 2024

- Led the launch of Qualcomm AI Hub at MWC Barcelona and drove announcements for Snapdragon X Series, Snapdragon Ride, and Bring Your Own Model (BYOM).
- Directed cross-functional teams across product, engineering, developer relations, finance, operations, and legal on every announcement.
- Owned all partner activity, including third-party app GTM strategies and roadmap.

AI Product Marketing

Qualcomm · San Diego, CA · Jan 2019 - Jan 2024

- Announced AI features for Snapdragon mobile platforms at Snapdragon Summit each year; built executive keynotes with PDMs, PR, legal, and brand.
- Partnered with ISVs including Google, Meta, Snap, and Baichuan to showcase on-device AI leadership.
- Led the "Edge of Possible" campaign with Oscar winner Michelle Yeoh — 500M+ impressions.

SELECTED PARTNERSHIPS

IBM watsonx.governance — enterprise GenAI deployment framework extending watsonx governance to Snapdragon platforms. **Palantir Edge AI** — extended Palantir ontology capabilities to edge devices for on-device decision intelligence.

Ecosystem: Qualcomm · IBM · AWS · Palantir · Google · Mistral AI · Duolingo · Oracle · Meta

WRITING & THOUGHT LEADERSHIP

The Thinking Athlete — author of a newsletter at the intersection of AI, sport, and culture. Bylines and features in Qualcomm OnQ, the Qualcomm Developer Blog, and the AWS Machine Learning Blog.

EDUCATION & SKILLS

University of California, San Diego — NCAA Division I tennis. Competition shapes how I approach strategy.

GenAI · Edge / On-Device AI · Go-to-Market Strategy · Strategic Partnerships · Product Marketing · Executive Messaging · Ecosystem Enablement