

**BALAJI NAVALPAKKAM KANNAN**  
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## **SUMMARY**

Dynamic business development leader with experience driving silicon product innovation and strategic partnerships across the semiconductor ecosystem. Proven expertise in SoC design, IP licensing, OEM/EDA collaboration, and go-to-market strategy. Adept at negotiating technical and commercial agreements, leading cross-functional teams, and communicating effectively with both engineering and executive stakeholders. Seeking to leverage technical depth and partnership acumen to accelerate growth at AheadComputing.

## **CORE COMPETENCIES**

- Strategic Partnership Development (OEMs, SIP vendors, Foundries, EDA, IP)
- IP Licensing & SoC Integration
- Technical & Commercial Negotiations
- Semiconductor Ecosystem Expertise
- Cross-Functional Leadership
- Go-to-Market Strategy & Customer Engagement
- Pitch Decks, Technical Briefs, Onboarding Materials
- Early-Stage, High-Growth Environments

## **PROFESSIONAL EXPERIENCE**

### **INTEL CORPORATION, Austin, TX**

#### *Product Manager & Technical Lead*

2025 – Present

- Led competitive market analysis and positioning for Xeon6 SoC, collaborating with architects to benchmark and present technical advantages to executive and customer stakeholders.
- Developed response strategies and collateral for competitive product launches, supporting go-to-market and partnership teams.
- Negotiated technical deliverables and collaborated with engineering and business leadership on product positioning and customer engagement materials.

#### *CPU Design Engineer, Server Architect, Technical Design Lead*

2012 – 2025

- Drove technical partnership projects with OEMs and SoC customers, including integration support, deliverable management, and post-silicon issue resolution.
- Managed cross-functional teams to define integration paths, timelines, and deliverables for silicon partners and customers.
- Led negotiations and technical integration for silicon IP and SoC subsystems, ensuring alignment with partner requirements and project timelines.
- Represented Intel in cross-functional taskforces with Tier 1 OEMs (including Apple), ensuring on-time product launches and customer satisfaction.
- Developed technical briefs and onboarding materials for internal and external stakeholders, translating complex technical concepts into business value.

#### *Hardware Accelerator & Component Design Engineer*

2012 – 2016

- Designed and delivered custom hardware accelerators and microprocessor subsystems for mobile and server applications.
- Collaborated with EDA, validation, and physical design teams to ensure successful IP integration and delivery to customers.

## **NXP SEMICONDUCTOR, Austin, TX**

*Validation Engineer*

2010 – 2012

- Supported commercial engagements by root-causing design bugs and delivering technical solutions to SoC partners.

## **INFOSYS**

*Software Engineer*

2006 – 2007

- Developed end-user applications and financial models for enterprise clients.

## **EDUCATION**

### **THE UNIVERSITY OF CHICAGO BOOTH SCHOOL OF BUSINESS**

Master of Business Administration, 2025

Focus: Competitive Strategy, Product Marketing, Go-to-Market, Innovation Strategy, Storytelling, Negotiations, Managerial decision Making

### **CLEMSON UNIVERSITY**

Master of Science, Electrical Engineering, 2009

Thesis: High-efficiency FP16 arithmetic unit for gaming SoCs

### **ANNA UNIVERSITY**

Bachelor of Engineering, Electrical and Electronic Engineering, 2006

## **CERTIFICATIONS**

- Product Management for Engineers, Cornell University, 2020

## **SELECTED ACHIEVEMENTS**

- Founding member, LyncWyze: Led business planning, go-to-market, and technical product development for a new venture, including pitch deck creation and partnership strategy.
- Delivered silicon products and IP to Tier 1 OEMs, managed technical deliverables, and led post-silicon customer engagement initiatives.
- Negotiated and managed technical partnerships for cross-functional silicon projects, including IP integration and licensing models.
- Represented engineering and product teams at customer meetings, communicating technical value to partners and customers.

## **TECHNICAL & BUSINESS SKILLS**

- Deep understanding of semiconductor/IP licensing, SoC design, and microprocessor platforms (x86, ARM, RISC-V exposure)
- Experienced in negotiating commercial and technical partnership agreements
- Skilled in creating pitch decks, technical briefs, and onboarding materials for executive and engineering audiences
- Comfortable in early-stage, high-growth, and self-directed environments

## **ADDITIONAL INFORMATION**

- Experienced with EDA tools, silicon partners, and the full semiconductor product lifecycle
- Strong communicator with ability to bridge engineering and executive perspectives
- Power user of AI tools (ChatGPT, Perplexity) and LLM prompt engineering