Emilio Cañas
Beaverton,OR
(503) 780-2237
emilioalberticanas@gmail.com
Technical Sales Engineer

Strategic Insight
● Sales Growth ● Territory Development Product Marketing ● Cross-Functional Team Leadership New/Emerging Technologies ● New Business Development ● Client Needs Fulfillment ● Key Account Management

Top-performing sales professional, offering 20+ years of demonstrated technical sales, engineering, and strategic account management experience in the semiconductors, computer software, and high-tech verticals. Track record of success in managing complex technical engagements, identifying key clients, cultivating partnerships, closing new business opportunities, and supporting businesses transformation across a broad host of solutions (Data Center, Cloud, IoT, and SSD/Storage).

Hands-on, technical grasp of both software and hardware solutions. Background includes significant knowledge of supporting and managing global accounts and launching technologies in diverse territories and cultures: North America/Canada, Europe, Japan, APAC, EMEA, Americas including all of Latin America. Multilingual: English, Spanish, and Portuguese.

Exceptional technical and business acumen with deep understanding of best practices for generating 7- and 8-figure revenue growth—turning around territories with history of declining sales and turning them into revenue leaders.

Well versed in developing sales and marketing campaigns, building strategic partnerships, and focusing on customer delight. Effectively liaising with cross-functional teams across multiple business functions: sales, marketing, service management, IT operations, quality, and compliance.

PROFESSIONAL EXPERIENCE

KYOCERA Northwest
Portland, OR;
Strategic Account Executive— KDSNW

January 2018–Present

Establishing and strengthening relationships with decision makers for current and new potential clients.
Development of new business accounts for digital transformation of businesses in the Northwest Territory for hardware, software and managed services of Kyocera's portfolio of leading-edge technologies.
Learning and demonstrating the benefits of all Kyocera products, services, KMS and solutions for new clients.
Seek out new customers, market development and collaborate with existing accounts by offering a variety of solutions to improve their business.

INTEL CORPORATION,
Portland, OR;
Technical Sales Platform Application Engineer—SMG-OSC

May 2012–June 2017
Play an instrumental role in supporting enterprise-level sales objectives for Latin American and North American regions. Liaising with key account managers, stakeholders, and customers in leveraging deep technical knowledge and understanding of mission-critical solutions, technologies, and roadmaps based in Intel architecture.
Consistently exceeded quotas by 130% to 175%, within the last 5 years. Received the Latin American Hero Award for 2015 Intel Sales Conference for Channel Customers in Brazil.
Established and supported development of emerging markets in Mexico, Caribbean, Brazil, and South America.
Partnered with global, Fortune 500 customers and client companies on full suite of Intel products (Client/ Mobile/ Server/ Storage) and solutions/technologies (vPro, virtualization, Cloud, Data Center Manager, SSDDs, IoT).

INTEL CORPORATION,
Portland, OR

Senior Systems Engineer—End User Platform Integration

Aug 2010 – Jun2012

Promoted and deployed Intel manageability technology as a key imperative of DCG & EPI. Enabling Intel technology on large tipping point accounts. Worked on developing and defining usage solutions in Intel lab and End User accounts. Collaborated with cross-functional internal and external teams for successful deployments.

As Senior Server Platform Engineer, charged with providing targeted engineering solutions within a large data center and addressing end user manageability pain points like power management and Total Cost of Ownership.

Delivered in-depth understanding data center manageability pain points, and deep understanding of datacenter, manageability solutions including: BMC and IPMI. Supported Telco, Data Center, and Cloud solution vendors. Consistently developed solution reference architectures for power and server management, worked with OEM and ODMs to enable SKUs on Intel manageability technology.

INTEL CORPORATION,
Portland, OR
Senior Platform App Engineer—Server Platform Technical Marketing

Jul 2007– Apr 2010

Provided technical support for Server-Management Firmware, FW Ignition, DCMI FW, Westerlee, and AMT server initiatives. Offered technical support for multiple product families on Nehalem/Gainestown, Ibexpeak, Tylersburg-EP and Boxboro-EX platforms for Node Manager and future power management initiatives for 2010 Intel chipsets like Romley. Participated in regional-TME teams and new product development. Represented customer's technical needs, developing and presenting technical product training materials during development, and provided support for new product introduction from IPA, PIP to SRA and during the sustaining phase for DEG platforms.

Drove issue resolution across multiple development teams and divisions. Partnered with the sales team to resolve customers' technical questions, participated in customer presentations during customer designs and power-on-phases for TTM launch of 40+ OEM platforms and designs with Intel node manager technology and supported over 20 OEM accounts.

INTEL CORPORATION,
Portland, OR
Sr. Platform Application Engineer for HW/IOH Southbridge—DEG-SPTM

May 2006 – Aug2007

Supported Intel I/O components and the associated interfaces for designs of Manufacturer (OEM) design support to ensure successful platform launch, resolving technical issues through internal engineering teams and third-party suppliers.

Worked closely with the MNCs and corresponding Original Design Manufacturers (ODMs), providing technical assistance for their server board development and debug for product-based designs.

Supported OEM designs for IBM, Lenovo, and Unisys. Reviewed communicating issues around board layout and signal integrity, and helped with custom simulations as needed.

INTEL CORPORATION,
Portland, OR
Platform Application Engineer for Chipset Firmware—Server Platform

Apr 2004 – May 2006

Worked on delivering design solutions for Intel chipsets. Supported all firmware integration to OEM platform solutions. Worked with fellow travelers and Intel development teams of Intel's defined enabling programs and co- validation with server management chipset features on ESB2.

Supported project by applying general PC server platform knowledge and IHV design HW/FW expertise to the product, and participated in weekly meetings to solve design issues to ensure that vendors were ready for launch.

Negotiated realistic schedules with team leads and drove companies to deliver committed projects on time. Identified and worked issues with the fellow travelers, Engineering Groups, PMEs, PAEs, and Initiative groups across Intel by providing necessary data to help drive business issues and improve product competitiveness.

Worked in product positions and reinforced key messages with fellow travelers, field, and OEMs to develop a growing and consistent knowledge of product usage models to support product introduction and volume production ramp.

Created and drove fellow travelers program plans for various enabling programs, leading 3rd-party vendors.

INTEL CORPORATION,
Portland, OR;
Senior Technical Marketing Engineer—Enterprise Platform Group

FEB 2003— May 2004

Orchestrated development of new value single processor and dual processor segment platforms. Oversaw revenue products and captured, tracked, and led closure of all technical marketing issue resolutions for revenue product and design wins.
Supported new product development concepts and ramping up new products to market for customer escalations to critical business issues. Manage closure of technical issues, communication of product updates and changes with Server products, customer technical field alerts, monthly specification updates.
Tracked, prioritized, duplicated, and escalated application/product issues. Conducted presentations, trainings, and technical demonstrations on workshops, forums, conferences, and public and internal Intel events.

INTEL CORPORATION,
Portland, OR;
Senior Technical Marketing Engineer—Enterprise Platform Group
1999–2002

Assured all aspects of completeness for Intel developed server products including IA-32 and Itanium®-based servers and the Server Management stack and integrated platform features: Firmware, EFI, FRUSDR, Intel Platform Management Interface, Wired for Management, BIOS, and software services and integration management stacks.
Managed closure of technical issues, communication of product updates and changes with Server products, customer technical field alerts, and monthly specification updates.
Technical lead for product development of server platforms and support of customer during OEM development.

Previous Positions Held:

INTEL CORPORATION, Portland, OR; Technical Marketing Engineer—Enterprise Server Group   1996–1999 INTEL

CORPORATION, Portland, OR; Channel Technical Marketing Engineer—Enterprise Server Group   1995–1996

EDUCATION & TRAINING
OREGON HEALTH & SCIENCE UNIVERSITY; OGI SCHOOL OF MANAGEMENT, Portland, OR
Master of Business and Science Degree (MST Program), 2003

LOS ANGELES, CALIFORNIA STATE UNIVERSITY, Los Angeles, CA
Bachelors of Science in Electrical Engineering; Emphasis in Communications and Electronics, 1995

RESUME ADDENDUM—EDUCATIONAL PROGRAM RECOGNITIONS
Latin-American Hero Award for 2015 Intel Sales Conference For Channel Customers in Brazil SEE Paraiba Education Project for State Implementation of Classmate PCs for Schools.
1 Divisional Recognition Awards in 2009 by CCG for Outstanding Effort in Demonstrating Node Manager Capabilities and Capturing Significant Customer Design Wins.
2 Divisional Recognitions Awards by in 2008 by DEG Executive team for Node Manager BIOS and BMC enablement with AMI for SDP SSG program.
Inducted into the Hall of Fame for developing the 4-H Tech Wizard and National Technology program in Oregon State University for Youth Development program in Oregon with national USA replication in 2007.
2 Divisional Recognitions Awards in 2004 from EPSD for product development for workstation solutions on Xeon based system solutions from EPSD General Manager.
Regional recognitions by Society of Hispanic Professional Engineers (SHPE) University of Washington. ILN Oregon awarded 2003 Most Valuable Corporate Sponsor.
ILN's 4-H Web Wizards program with OSU selected as recipient of the Business Education Compact's 2003. Most Valuable Partner Award in the Business Education Partnership Achievement Award Category.
2002 U.S. Congressional Award from the Black Caucus "Net-Generation Youth Leadership and Service Award". This national recognition plus many others led to an Intel Oregon site visit by members of the White House Initiative on

Education of Hispanic Americans led by the US Treasurer (Rosario Marin)
University National Recognition as Best in Diversity Education National Programs for Latinos (2001)
Oregon State University- Extension Association Cooperator of the Year Award (2000)
Corporate Recognition by Patty Murray (HR-Intel Vice-president) Championship Diversity Award (2001)

RESUME ADDENDUM—PUBLICATIONS

Data Center Management using Node Manager and Data Center Manager with NTT Japan Intel Cloud Builder Program
Policy Based Power Management at RACSA Power-Limited Data Centers Intel Cloud Builder Program
Policy-Based Power Management at GreenField Health Intel Cloud Builder Program
Intel® Cloud Builders Guide: Service-Aware Energy Management in Cloud-Oriented Telecommunications
Services Infrastructure with TeleFonica España Intel Cloud Builder Program
Intel® Cloud Builders Guide: Data Center Energy Management with Dell, Intel, and ZZNode Intel Cloud Builder Program

RESUME ADDENDUM—BOARD PARTICIPATION

Board Member for PROSPANICA Oregon, 2016—Present

CIF Steering Committee and Founding Member for NSHMBA Portland Chapter, 2009—2015

President for Society of Hispanic Professional Engineers Portland Professional Chapter, 2009

Founding board member for Society of Hispanic Professional Engineers Oregon Chapter, 2005—2008

Saint Elizabeth Ann Setton Administrative council Catholic Church, 2004—2006

Intel Latino Network, Founder and Board Member for Oregon Charter, 1997—2,004

Board Member for Neighborhood Learning Center in Clackamas, 2001—2005

Intel Corporation Employee Group Cross-Site Team-Diversity Representative at Intel, 1997—2006

Executive Member for the 4H Council Leader's Association for Washington County, 1999—2006