RAYMOND ZIALCITA

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DIRECTOR OF STRATEGY AND MARKET INTELLIGENCE

Corporate Strategy| Market Research and Intelligence | Competitive Analysis | Data Analysis

An accomplished and performance-driven senior executive with a long history of developing business strategies through market and competitive intelligence research and analysis. Expertise lies leading market research projects, consulting teams find new areas of growth, and rounding out product and business strategy setting with go-to-market and tactical execution. Passionate about leveraging data-driven insights to help businesses thrive and make a lasting impact on the market. Proficient in Data Science tools like Excel, Python, R, PowerBI and SQL.

KEY SKILLS

Strategic and Analytical Thinker | Seasoned | Confident Presenter | Primary Research Interviewer | Proficient In AI/ML/Data Science Tools Like Azure ML Studio, Data Robot, R And Python Programming Languages and PowerBI | Proficient in other research tools like Gartner, CBInsights, Pitchbook and AlphaSense

WORK EXPERIENCE

intel Corporation 2021 - 2024

Corporate Strategist, Competitive Intelligence Lead

Served as an Intelligence Lead for Arm licensees and the software market, and kept Intel’s senior executive leadership informed on Qualcomm, Broadcom, and Marvell through quarterly communications. Collaborated with Intel’s Fellow community to develop a plan for monetizing R&D and other IP. Lead end to end research from interviews with both internal experts and industry analysts to presenting insights to senior management.

* Competitive Analysis Leadership: Conducted and presented a comprehensive strategic analysis of Intel’s custom chip competitors, shaping executive discussions with the CEO and staff, resulting in new business unit product actions.
* RISC-V Corp Strategy Development: Led a team of analysts to formalize Intel’s RISC-V strategy covering trends, product opportunities and competitive threats. Strategy recommendations reviewed and ratified by the Chief Strategy Officer and implemented by Intel China team. Developed RISC-V Market TAM Forecasts, guiding roadmap strategies for China and Europe.
* Business Model Development: Developed an investment and business model framework to aid Intel decision-making on R&D monetization.
* SW Insights Forum Leadership: Organized and co-chaired the cross-Intel Software Insights Forum, publishing a quarterly newsletter that showcased the latest re-search and insights on Intel’s software efforts.

Senior Strategic Planner 2015 - 2021

As a strategic planner and consultant to business units, led market and competitive intelligence research and analytical efforts on new business opportunities. Started a data valuation practice at Intel, advising data project teams on the economic value of their data and the best business models to unlock data value. Analysis covered new technologies around data sharing (e.g., pc telemetry and federated learning) and connected car-to-cloud services. Led the market watch program, presenting quarterly market and competitive insights to the CEO and staff.

* Data valuation practice initiation: Built the data valuation practice and developed a repeatable method for quantifying data value using best-known financial valuation methods. Appraised the value of seven data projects and presented findings and recommendations to general managers.
* Market watch presentations: Led a team of analysts and planners to deliver four market watch presentations to the CEO and direct staff. Authored white papers on the convergence of life sciences and computer science and the rise of the data economy.
* Division business problem solving: Led a team of analysts to solve specific division business problems, including reducing desktop forecast errors and desktop/server transfer costs through analytics. The project resulted in actions aimed at reducing inventory costs by tens of millions of dollars.

Worldwide Partner Marketing Manager 2013 - 2015

Managed all connected car co-marketing engagements, specifically with BMW, Nissan, and Jaguar-Land Rover.

* 360⁰ connected car marketing plan execution: Successfully executed a com-prehensive connected car marketing plan with BMW and Nissan at CES, including social media and press activation.
* Demand generation pilot: Ran a demand generation pilot and supported BMW Austin dealer in the launch of the i3. Exceeded KPIs: impressions 20% above goal, landing page engagements 265% above goal, and website clicks 760% above goal.

Operations Lead, Chief of Staff 2012 - 2013

Led PMG team training and development efforts, championing data-driven processes and decision-making. Presided over GM staff meetings and agenda, and managed the worldwide PMG metrics dashboard for the GM. Supported the PMG GM on various internal and external presentations, keynotes, and speaking engagements.

* Partner Marketing Group Communication: Responsible for GM speeches and presentations, providing general support for GM keynotes at internal and external events.
* Staff Skills Development: Led group staff skills development on marketing and customer relationship management through workshops with Microsoft’s in-house agency and the Effie organization.

Additional job experience details upon request.

EDUCATION

MBA

University of Texas at Austin, Austin, Texas

BS Management Engineering

Ateneo de Manila University, Manila, Philippines