AWS GenAI TTM
(targeted transformation module)

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ADVANCE Consulting
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ADVANCE CONSULTING

Consultancy agency selected by AWS to implement PTP in the US, Canada, Latin America, Europe, Africa, and Israel

AWS programs include:
- PTP (Partner Transformation Program)
- TTM (Targeted Transformation Module)

Projects completed with AWS in the last 3 years

+30 countries
+ 350 projects

Main customers - consulting services

GenAI strategy consulting in Brazil

A5 Solutions, Automatoes.io, Ci&T, Cloudster, Darede, DNX (Vibe), ELO Group, eMaster, Extreme Digital Solutions (EDS), Flexa, FNC IT Force One IT, GWCloud, IoS, Indra Sistemas, Infomach, Jumplabel, Logicalis, Mytech, Nextios, Nuage IT, Nublify, OpsTeam OST, Skopia, Ssys, Stefanini, Techne

GenAI strategy consulting outside Brazil

Strata Analytics (Argentina), Health Espresso (Canada), Paralucent (Canada), Arkho (Chile), CloudHesive (Chile) Entel (Chile), Morris & Opazo (Chile), Orion Global (Chile), AZLogica (Colombia), Bext Tecnology (Colombia), Deloitte (Colombia), Gfourmis (Colombia), Green CSS (Colombia), ICloud 7 (Colombia), Nub8 (Colombia), Nuvu (Colombia), SOAINT (Colombia), Krueger (Ecuador), Libelula Soft (Ecuador), Maint (Ecuador), TradeSystems (Ecuador), Malam Systems (Israel), Ness AT (Israel), Yuntek (Mexico), Descasio (Nigeria), Technoma Saeca (Paraguay), Applying Consulting (Peru), Manantial (Peru), Protecso (Peru), BJSS (UK), Digital Space (UK), Nexa (uruguay), Inco (Uruguay), CBTS (USA), Elcore (Ukraine), Wise IT (Ukraine), Cognosante (USA), Element84 (USA), ERPA (USA), InfusionPoints (USA), Kyndryl (USA), Livanta (USA), PCG - Public Consulting Group (USA), Rackspace (USA), Sierra Cedar (USA), TTEC Digital (USA), World Wide Technology - WWT (USA)

The
AWS GenAI program

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GenAI and Agentic AI TTM

The GenAI TTM was developed in response to the significant impact **Generative AI** and **Agentic AI** are having on how organizations build, operate, and grow

Many global executives express a sentiment of not wanting to be left behind in this new wave of technology, similar to how they felt about automation and digitization

However, they are often unsure how to approach Generative AI and Agentic AI strategically creating business value and gains for their companies

This offering aims to bridge that gap, helping partners accelerate their adoption of Generative AI and Agentic AI to gain a competitive advantage and tap into the immense economic potential

Value added for AWS Partner

GenAI TTM delivers substantial value to AWS Partners through:

- **Accelerating adoption & gaining competitive advantage**: it helps partners rapidly adopt Generative AI, differentiating their practice and securing a competitive edge in the market

- **Driving profitability & revenue growth**: by focusing on cost, price, value, return on investment, business models and pricing choices, the module directly impacts a partner's ability to monetize GenAI solutions and increase their predicted annual recurring revenue (ARR)

- **Providing actionable strategic plans:** partners will build a customized action plan to execute on identified priorities, which includes defining business outcomes, required resources, success metrics, and market differentiation for their GenAI projects

- **Empowering thought leadership:** the program empowers partners to become a trusted GenAI advisor or thought leader to their customers by deepening their understanding and strategic application of GenAI

- **Streamlining innovation:** it fast-tracks the innovation process from initial ideas to successful PoCs and production-ready solutions

What to expect from the module

The GenAI TTM is a one-on-one consultative engagement that helps partners accelerate the adoption of generative AI to gain competitive advantage through:

- Identify and prioritize **GenAI and Agentic AI use cases** based on the partner's vertical and growth strategy

- Define training and resources to expand knowledge of GenAI and Agentic AI technology

- Develop an internal technical gap analysis and learning paths to build capabilities

- **Discuss cost, pricing, value proposition, and return on investment**

- Define the **business model and business case** for GenAI and Agentic AI projects

- Define the **Go-To-Market strategy and actions** for GenAI and Agentic AI solutions

> The GenAI TTM is a **business-oriented** consulting module and **not a technical session**
> We recommend the participation of **executives** and **stakeholders** that **understand the business strategy** and **market** of your company,
> so that we can discuss how to apply GenAI to your customers

Journey with GenAI and Agentic AI on AWS

ADVANCE offers 2 TTM options

01

Select the right use case

02

Empower your teams through a variety of training opportunities

**"Ideation"
for GenAI or Agentic AI**

03

Get started on your top use cases

04

Move to production

05

Measure results, capture best practices, iterate

**GTM
for GenAI or Agentic AI**

For companies willing to start the GenAI journey and find the best **use cases** to build pilots, prototypes and PoC (Proof of Concepts)

For companies willing to move their pilots, prototypes and PoC (Proof of Concepts) into production with better **costs** and **VALUE** to the customer

Acceleration paths in GenAI and Agentic AI

ADVANCE accelerates your company in the target area of expertise

Dimension	Classical AI & Generative AI (GenAI)	Agentic AI (Agentic Systems)
Action	Identify Patterns, Produces content (text, images, code, insights)	Acts in the digital environment (executes workflows and decisions)
Behavior	Reactive - responds to prompts and instructions, automate and adapt processes	Proactive - takes initiative based on goals
Task Type	Typically single-step Process/step oriented	Multi-step, complex and adaptive Goal oriented
Human Intervention	Continuous human-in-the-loop	Minimal human intervention (human-on-the-exception)
Tools (AWS)	Amazon Bedrock (LLMs), Amazon SageMaker, ML Services (Recognition, Textract, Comprehend,..)	Amazon Bedrock Agents, Bedrock AgentCore, AWS Lambda, N8N, MCP & external tools

The Ideation program

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AWS Ideation Journey

Objective: Define 8 use cases and prioritize 1 PoC (Proof of Concept) project

Before the Workshops	Workshop 1 3-hour session	Workshop 2 3-hour session

PREWORK - The partner will fill out a form so we can better understand their needs

Initial interviews - we will interview the partner to better understand their company, objectives, strategies, strengths, and the verticals they focus on

The workshop content will be tailored individually after the initial interview

Executive discussions include:

- Introduction about the speaker and attendees

- AWS Basics Overview for GenAI or Agentic AI

- Easy-to-use AWS AI tools to build a solution

- Discussion of the best use cases for the partner's target market

Executive discussions include:

- Apply a **PRIORITY MATRIX** to identify the best use cases based on ease of selling to the customer, ease of improving implementation, ease of replication, strategic value to partner and customer

- Capabilities and resources to develop the PoC or prototype

- Action plan to execute the designed strategy

AWS Ideation Journey

Objective: Define 8 use cases and prioritize 1 PoC (Proof of Concept) project

Followup meeting 1-hour session	Program Graduation Meeting 1-hour session

Review of the action plan, including:

- Planned vs. Completed activities

- Actions not taken, along with the reasons and methods for recovery

- What obstacles are encountered and how can they be removed to successfully execute the plan

- What can be done differently and better (best practices that can help in carrying out the plan's activities)

Collect program results and evidence, including:

- Total list of generated use cases
- Priority matrix
- PoC Plan
- Registration of the PoC or solution in the APN
- PoC Results
- AWS Public Sector PoC Adherence
- Key achievements of the program
- Future monetization plans (if any)
- Future marketing plan (if any)
- Testimonial about the experience

The GTM Program

ADVANCE

AWS GTM Journey

Objective: Define price and value proposition for 1 GenAI or Agentic AI solution to scale in the market

Before the Workshops	Workshop 1 3-hour session	Workshop 2 3-hour session

PREWORK - The partner will fill out a form so we can better understand their needs

Initial interviews - we will interview the partner to better understand their company, objectives, strategies, strengths, and the verticals they focus on

The workshop content will be tailored individually after the initial interview

Executive discussions include:
Latest updates on GenAI or Agentic AI
- Key updates
- The 4 approaches to work with GenAI or Agentic AI
- How to Boost Your Offerings

Cost, Price and Value
- The Cost Parameter: efficiency and innovation
- Price and business model
- The Value Stream
- Business requirements vs. business value matrix
- Writing the business case with return on investment

Executive discussions include:
Go to market
- Market strategies and proposals
- Packaging (AI + Cloud + Processing Power + AddIns)

Pricing options
- The go-to-market strategy
- Action plan to execute the projected strategy

AWS GTM Journey

Objective: Define price and value proposition for 1 GenAI or Agentic AI solution to scale in the market

Followup meeting 1-hour session	Program Graduation Meeting 1-hour session

Review the action plan, including:

- Planned x performed actions

- Actions not taken, with the reasons and ways to catchup

- What obstacles are encountered and how to remove them to succeed in executing the plan

- What can be done differently and better (best practices that can help in the execution of the plan activities)

Collect program results and evidence, including:

- GenAI Solution Defined
- Solution Value Proposition
- Solution Registration at the APN
- Market Trip Plan
- AWS Public Sector PoC Adherence
- Key achievements of the program
- Future monetization plans (if any)
- Future marketing plan (if any)
- Testimonial about the experience

Transformation plan

- **60-Day Transformation Plan**
  - Company's history
  - Drivers given in the interviews for the plan
  - List of use cases generated
  - Priority Matrix / Value Proposition
  - PoC plan / GTM plan
  - Strategies and actions to increase results

- **Action plan**
  - Responsible or Sponsor
  - Activity
  - Deadline
  - Evolution

Project portal

The AWS partner receives a portal with:

- **Project documents** (plan, reports, project control, etc.)

- **Additional** program material
  - Links to trainings, white papers and literature
  - AWS success stories
  - Market research

- **eBooks** with detailed information
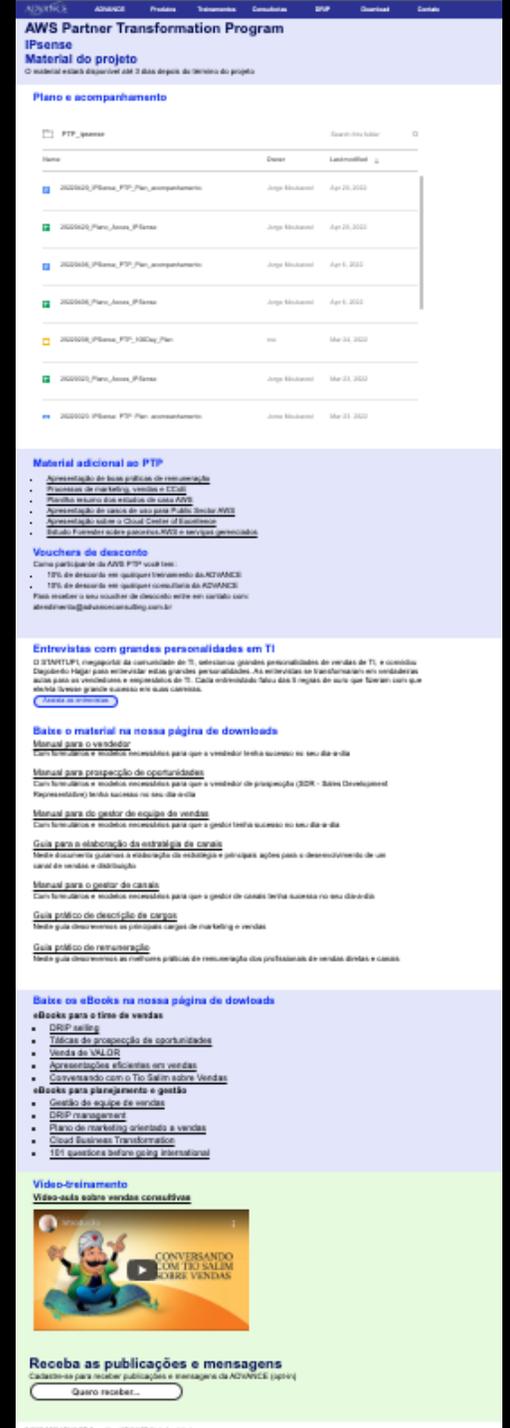
Outputs from the project

Engagement culminates in concrete, actionable outcomes designed to guide the partner's GenAI journey:

- **Customized Strategic and Action Plan:** This is the core deliverable, outlining steps to execute on identified and prioritized GenAI initiatives

- **Defined Project Plan:** For tests, prototypes, or PoCs, including clear business outcomes for the customer, specific AWS products and services to be used, scope definition, required resources, data availability, and technical capabilities, objectives, evaluation criteria, and success metrics, identified potential challenges and risks, a clear differential to be communicated to the market, predicted Annual Recurring Revenue (ARR) for the partner

- **Go To Market Plan:** A comprehensive document detailing strategy and action to reduce costs, set the right packages and pricing, communicate the value proposition and define customer's business plan with return on investment

- **Tools and Frameworks:** Partners will utilize and gain insights from tools like spreadsheets for value estimation, Value Proposition Canvas, and assessments for different GenAI approaches

- **Follow-up Report:** An action plan is used in follow-up meetings to track progress, address obstacles, and identify best practices

Measuring success and impact:
Success can be measured by the completion rate and effectiveness of the actions outlined in the plan. Follow-up meetings are specifically designed to track "Planned x performed actions" and address obstacles, indicating that execution progress is a key metric

Some tools used during the workshops

Tools for the Ideation workshops

Pre-Work Form and GenAI Maturity Index

To help us understand your business and tailor the workshops to your needs and maturity

GenAI use case ideas

To help us identify the best PoCs and designs for your customers

Tools for the Ideation workshops

	Peso	Solução 1	Solução2	Solução 3	Solução 4	Solução 5
Fácil de vender ao cliente •Já temos um cliente em mente para este caso de uso •O cliente tem um desafio que o ML pode resolver •O cliente tem urgência •Nossa solução tem benefícios comerciais claros •Temos um bom discurso de vendas •Não vemos uma concorrência forte •Temos "pontos fortes" (diferenciais) que correspondem a este caso de uso	3	4	3	3	2	2
Fácil de implementar •Temos as competências e ferramentas •O cliente tem todos os dados necessários	1	4	4	2	3,5	4
Fácil de replicar •Temos outros clientes com demanda semelhante •O piloto é tecnicamente replicável	2	3	3,5	2	4	4
	1	3,67	3,33	2,50	2,92	3,00
Valor estratégico para nossa empresa	1	5	3			3
Receita potencial	2	3	2			3
		3,67	2,58	0,63	0,73	3,00

Priority Matrix

To help us prioritize the best PoC for your business and Go To Market

Project plan - use case 1

Describe the use case	
Business outcome for customer	
AWS products and services used	
Establish scope for test, prototype or POC	
Define required resources, data availability and technical capabilities	
Establish clear objectives, evaluation criteria, and success metrics for the test, prototype or POC	
Outline potential challenges and risks	
Differential that will be communicated to market	
Predicted ARR for you	
Predicted ARR for AWS	
Where will the funding come from?	

Action	Activity for new GenAI solution
New GenAI Solution Conception	
	Define solution vision and objectives
	Document the problem statement
	Share new solution concept with internal experts and validate the idea
	Write a brief description
	Define value proposition and capabilities
	Perform a feasibility study to assess technical viability
	Perform market research for similar products in targeted market
	Document security considerations
	List risks and mitigation strategies
	Run feasibility tests
	Review test results (project approval)
	Update positioning (problem, description, value proposition, capabilities)
Define POC (Proof of Concept)	
	Define the objectives
	Define preliminary architecture diagram
	Determine internal and external efforts and resources for POC
	Identify funding sources
	Develop scope for POC
Build POC	
	Create a project plan outlining tasks, timelines and resources
	Establish project governance structure and roles
	Develop and test POC
Market Testing	
	Write the elevator pitch
	Create a demo script to highlight key features
	Collect data to support value propositions
	Create incentives for customers to committ early
	Identify potential customers
	Create product sheet
	Conduct demos for market testing
	Collect feedback

PoC Plan and PoC Checklist

To ensure that you cover all the important aspects of your PoC

Tools for GenAI GTM workshops

Worksheet to help partners:

- Define business requirements and value stream

- Identify value stream and justification

- Estimate value

The 3 STEPs for Business Value Flow identification

1 **Which are the most importante value flows?**
0/1 – Non-existant or Not relevant, 2 – Relevant, 3 – Very relevant

2 **What are the reasoning behind these value flows?**
How the requirements can produce impact in bottom line

3 **What is a first estimative for the impact?**
Generate a estimative in a month or anual base in terms of saving or revenues

Please note that there is a 100% certainty that your estimate is incorrect. At this stage, we are not concerned with the accuracy of the estimate but rather with its order of magnitude.

Business Value Flows / Business Requirements	Quality — Additional Incomes (by price rising, reduced waste, save of hour / material, ...)	Speed — Additional Cash Flow, Additional Market Share,...	Productivity — Bigger output with same resources, Same output with lesser resourses	Experience — Increased Long Term Value, Reduced churn,...	Direct Additional Revenues — New sources of revenue (products, functionalities,...)	Cost Reduction — Reduced hours, reduced # employees,...
Automatically generate summaries of past legal cases.	Reduce errors in case summaries by 15%, improving the quality of legal decisions and avoiding potential litigation risks worth $50,000 annually.	Decrease the time required to find and summarize legal precedents from 4 hours to 30 minutes per case, saving 3.5 hours per case. For a team handling 200 cases annually, this saves 700 hours/year.		Deliver case summaries to clients 3 days faster, improving satisfaction and retention rates by 10%.	Introduce a "quick legal summary" product at $500 per summary, generating $50,000/year for 100 summaries sold.	
Provide Citations for Similar Legal Cases	Enhance citation accuracy by 20%, reducing legal errors and potential costs of misinterpretation by $25,000 annually.	Reduce the time required to find citations from 2 hours to 15 minutes per case. For a team handling 300 cases annually, this saves 525 hours/year (300 cases × 1.75 hours saved per case).				Decrease consultant usage by 30%, saving $40,000 annually in outsourced research fees.
Automate Compliance Document Drafting			Reduce document drafting time from 6 hours to 1 hour per document. For 500 compliance documents annually, this saves 2,500 hours/year (500 × 5 hours saved per document), allowing the team to manage additional tasks without extra resources.			Cut external consultant usage by 40%, saving $60,000 annually on drafting fees.

Tools for GenAI GTM workshops

VALUE Proposition Canvas
To help the partner define the Value
Proposition for each solution

VALUE Proposition Form
To help the partner define the Value Proposition
and Actions Strategy for each solution

Tools for GenAI GTM workshops

Evaluation of the 4 Approaches

The 4 Approaches

Focuses on enhancing customer interactions by offering intuitive AI-powered interfaces. This approach involves identifying the most suitable foundation models (FMs) for user needs, applying robust guardrails to ensure compliance with corporate policies, and managing costs effectively. It prioritizes safeguarding sensitive information and delivering seamless user experiences through GenAI solutions.

Specializes in tailoring foundation models to specific use cases and cultural contexts. By fine-tuning models with domain-specific data, this approach improves learning outcomes and enables the extraction of cultural nuances, local language variations, and corporate values. It excels in delivering personalized solutions for specialized fields or industries.

The Solution

The Fine Tuner

Aims to str... orchestrating... This approach... continuity ac... dynamic agen... is on deliverin... data orchestr...

The 4 Approaches

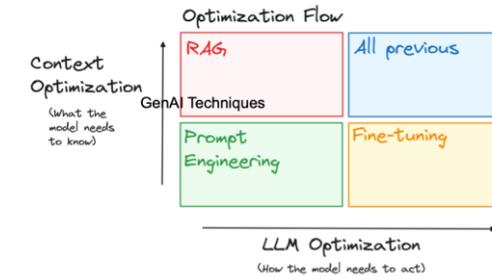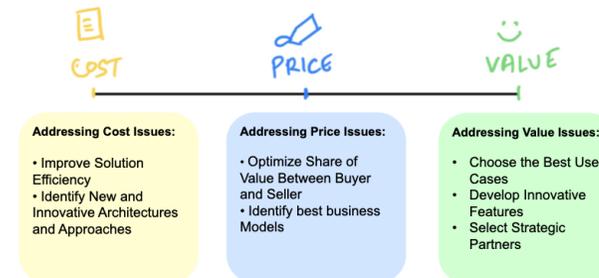| The Solution Interface Provider	The Content Orchestrator	The Fine Tuner	The FM Developer
• UX design to enhance customer interactions. • Identify and select suitable foundation models (FMs). • Implement AI guardrails for compliance. • Ensure data privacy and remove sensitive information. • Optimize costs for GenAI solutions. • Seamlessly integrate GenAI into customer systems.	• Build and manage context-aware knowledge bases. • Orchestrate multiple datasets for cohesive outputs. • Design and refine effective prompts. • Develop memory-driven AI agents for workflows. • Handle complex data interrelations. • Enhance FM for improved content relevance.	• Fine-tune models with domain-specific data. • Apply cultural and regional nuances. • Design training strategies for unique use cases. • Maintain accuracy in specialized models. • Adapt FM to local languages and slangs. • Align models with organizational goals.	• Build custom foundation models from scratch. • Securely manage proprietary datasets. • Implement strict data privacy controls. • Create secure interactions with knowledge bases. • Leverage unique dataset characteristics. • Apply advanced ML techniques for innovative models.

Discussion of techniques to boost your offer

GenAI Techniques to boost your offering

Optimization Flow

Context Optimization (What the model needs to know)

GenAI Techniques

RAG Techniques | All previous

Prompt Engineering | Fine-tuning

LLM Optimization (How the model needs to act)

Discussion about Costs x Price x VALUE

Cost x Price x Value

COST — PRICE — VALUE

Addressing Cost Issues:
• Improve Solution Efficiency
• Identify New and Innovative Architectures and Approaches

Addressing Price Issues:
• Optimize Share of Value Between Buyer and Seller
• Identify best business Models

Addressing Value Issues:
• Choose the Best Use Cases
• Develop Innovative Features
• Select Strategic Partners

Tools for GenAI GTM workshops

Discussions about Cost Parameters

Discussions about Business Model and Market Entry Strategies
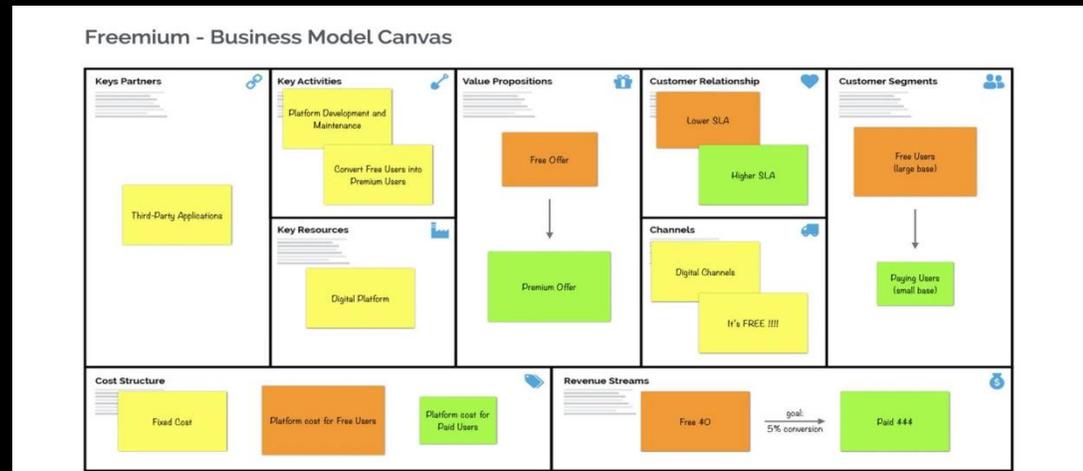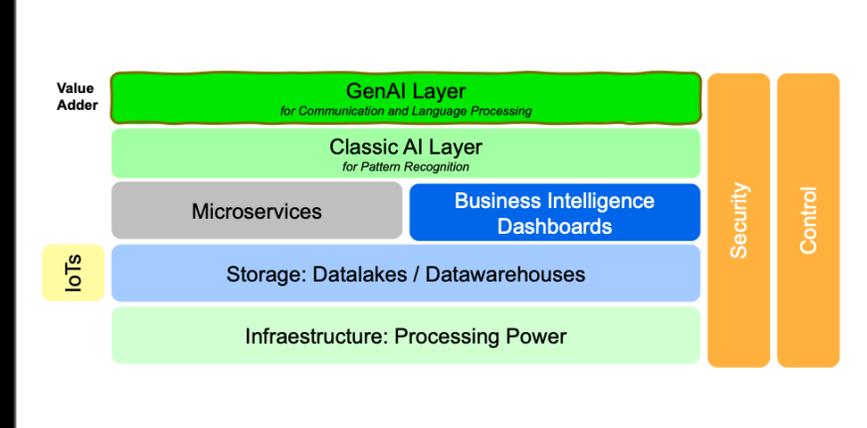
Testimonials from some AWS partners

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Some testiominals from AWS partners

"The AWS GenAI TTM Workshop was a **game-changer** for PCG's Human Services practice area. This has helped us align our understanding of available AI technologies and facilitated productive discussions. We were able to **list about ten use cases**, narrow down two to focus on, and even identify one that we want to create a proof of concept for. The workshop provided us with enough material to write specifications for the POC and helped us craft an initial business case. Also, having a non-technical person to validate our understanding of the problem was invaluable. We recommend this workshop to any team that wants to deepen their knowledge of AI and drive innovation."
Rupam Chokshi - Product Leader - Public Consulting Group (USA)

"The program helped us a lot to see ways to deliver possibilities to the customer. Today **we have many customers who want to use GenAI but don't know where to apply it**, and it was really nice to better understand how to help them. The program also encouraged us to think about creating a replicable offer, something that we can scale in a simple way, like a SaaS"
André Chagas - CTO - MyTech (Brazil)

"I believe the program was very helpful in identifying the number one opportunity and understanding GenAI tools and their potential impact on business. And then it was really helpful to plug in how that affects or can integrate with our product and just bring that to market so that organizations really have a winning approach with AWS and Health Espresso. **I think their consulting services were really good at helping guide the brainstorming of the product turnaround session**, identifying how it connects to the business and how it can actually be launched and marketed."
Rick Menassa - Founder and CEO of Health Espresso (Canada)

"I think it was **thought-provoking** and created the time, the space and the structure for the conversation flowed well, with a high-level process, without having to go too deep, and with the intelligence to actually have to do it. That was the best thing we could get out. So, I think overall, **the end result was really valuable.** And I think we're genuinely excited to try to do something that puts us at the forefront as one of the first to do it in the UK, which is how we want Digital Space to be known."
Jon Portlock - Cloud Director at Digital Space (United Kingdom)

Some testiominals from AWS partners

"**I was surprised by how you led me to think of ideas**, to make an evaluation, to screen what is good and what is not, with a kind of score. There were learnings that go beyond GenAI.. They far exceeded my expectations."
Jonatas Mattes - Cloud Business Director at EDS (Brazil)

"I think **the biggest gain was not necessarily technical, but understanding more about Product Design**, with sharper thinking. So, the interesting point here is that we can use this knowledge across DNX. This gain was not necessarily much noticed outside of the GenAI team, but certainly this sharper thinking from GenAI's Solution Design to the product was a very big gain for us."
Emanuel Estumano - CEO of DNX Brazil

"The program helped a lot to present possible paths for understanding GenAI technology and to **start building PoCs**, motivating the generation of ideas and insights for new products and services. As a suggestion, it would be important to add more hands-on activities. Overall, we congratulate the program's initiative and the kick-off to generate some PoCs in the segment"
Fabio Lucinari - CEO of Nublify (Brazil)

"The GenAI TTM program was instrumental in building the **approach strategy for the new AI team**"
Roger Rodrigues - CEO of e-master (Brazil)

"I think this was a great workshop or exercise for us. He simply brought together different thoughts, leaders and experts from WWT. And I think we had some pretty collaborative conversations, with some input from Alexandre and AWS, and I think that helped us prioritize a GenAI solution for our solution roadmap this year. So, I think it was great for us."
Hollie Anderson - Strategic Alliances Manager, Public Sector Cloud, World Wide Technology (WWT - USA)

"**I want to highlight how the program has helped us build a strong foundation**. It allowed us to see the steps needed to achieve our goals, which we had not fully achieved before. It's been a great experience working with you and we're excited to continue building on what we've learned."
Al Lopez - Alliance Manager at Infusion Points (USA)

ADVANCE
Consultants

Alexandre Del Rey

Alexandre is **a consultant** and **professor** with extensive experience in helping technology companies on their growth and evolution journey

As a professor, he has taught at **StartSe, USP,** and **FIA** Business School

He is an international speaker, researcher, author, serial entrepreneur, and social mobilizer. Alexandre is passionate about the topics of Technology, Strategy, Competitive Intelligence, Innovation, and Influence, and is the founder of the International Association for Artificial Intelligence.

Alexandre is a co-founder of **I2AI (International Association for Artificial Intelligence),** where he was CEO and currently serves as a board member.

He has experience working for multinational companies such as **Siemens, Eaton,** and **Voith,** and has lived in countries and cultures as diverse as the United States, Germany, and China

Has been working with ADVANCE Consulting on the implementation of the **AWS PTP** (Partner Transformation Program) and **AWS GenAI Worldwide**

He holds a degree in Mechanical Engineering from UNICAMP, a PhD in Innovation Management, a master's degree in Competitive Intelligence from USP, and a specialization in Finance from Michigan State. University graduate in Administration, Knowledge Management and Negotiation from FGV

Dagoberto Hajjar

Over 40 years of experience in business and IT.

Between 1980 and 1990, he worked at **Citibank** in various technology and business roles. He was one of the first employees in Brazil to receive an award for "Excellence in Service"

In 1990, he was invited by **ABN-Amro** to take on the challenge of implementing a branch automation system based on client -server technology, which was completely innovative at the time

He worked for 10 years at **Microsoft,** achieving great success and holding positions such as Director of Internet, Director of Marketing, and Director of Strategy. He received the Microsoft Employee of the Year award from Bill Gates himself – the first time this award had been given to a non-American

In **2002,** he founded **ADVANCE,** which today has over **2,500 clients,** more than **500 consulting projects,** more than **20,000 trained professionals,** more than **50** market research studies conducted in Brazil, **6 published books, 8 ebooks,** and participation as a speaker in more than **150 lectures**

Graduated in Mathematics and Nuclear Physics from USP (University of São Paulo)

Gustavo Annarumma

Executive with more than 30 years of experience in **Sales, Services** and **Operations** in companies global technology as **IBM**, **Microsoft, SAP, Siebel Systems, Claro/Embratel,** and others

Developed career International **leading cross-functional teams** **in Latin America** and in **USA,** being responsible put **contracts strategic** and **P&** Ls exceeding **US$200 million,** with a strong focus in growth Sustainable, **digital transformation** and **technology adoption emerging,** such as **Cloud, Analytics, Artificial Intelligence** and **ERP/CRM**

At **Claro/Embratel,** he served as **Director of Digital Solutions Sales,** leading a team of over 50 professionals and driving double-digit revenue growth. At **Microsoft, he led Office 365 and Analytics adoption** initiatives, combining technical expertise with change management. During his time at **IBM,** he held leadership positions in **Cloud, Support Services, Financial Solutions, and Strategic Outsourcing,** always achieving significant results in revenue growth and portfolio expansion.

As **Director of Strategic Alliances** at **BAAN**, he structured innovative channel models and joint ventures. He served as **Customer Service Manager** at **SAP** and led technical teams in **Latin America**

He holds a degree in **Electronic Engineering and a Master's degree in Engineering from PUC-RJ,** with **an International Executive MBA from USP/FIA**

Jorge Moukarzel

Jorge has over 30 years of experience as an executive and consultant in the areas of Marketing Management, Strategic Planning, Sales Process Structuring, e-Business Management, and IT Management

His executive career was recognized and awarded in technology and telecommunications companies, including **Itautec, Equitel, and Siemens**, in Brazil and abroad

In 2010 He was invited to become a partner at **ADVANCE**, where he coordinates the entire consulting area, having served more than 500 companies with projects in Strategic Planning, Sales Structuring, Channel Structuring, and Marketing and Sales Planning, including **Advantech, Algar, AWS, AX4B, Benner, Betha Sistemas, Boa Vista Serviços, Consinco, DIMEP, FWC, GE Healthcare, Google, IBM, IUGU, Panasonic, ProPay, Salesforce, SAP, Sebrae, Semantix, Siagri, SkyOne, Softex, Tecnoset, uMov.Me, WDG/IBM,** among others

Graduated in Electronic Engineering from the Technological Institute of Aeronautics (ITA), with postgraduate studies in Marketing Administration from the Getúlio Vargas Foundation and an MBA in Integrated Business and Technology Management from ESPM/ITA

Partner and
AWS Investments

Investments

AWS
The program is worth USD 18,000.00 and will be fully subsidized by AWS

AWS
The partner will be responsible for making the investments:

- Filling the Prework form

- Involving the C-Level (executive team) in the workshops

- Time allocation for professionals to participate in workshops and follow-up meetings

- Execution of the action plan defined

ADVANCE Your Sales

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