

# Eduardo Luis Oliveira Paredes

**Executive Manager - Strategic Account Management | Engagement Manager & Business Manager | AI/R**

**Engagement Manager and Business Manager for strategic accounts and international operations, connecting executive relationships, delivery governance, revenue, pipeline, and opportunity development in AI, Agentic AI, Salesforce, Oracle, Hyperautomation, and CRM.**

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## Executive summary

I am a technology executive with more than 20 years of experience, currently working in Strategic Account Management at AI/R and combining Engagement Manager and Business Manager responsibilities to connect executive relationships, operations, delivery governance, forecast, billing, SOWs, pipeline, and opportunity development.

My trajectory combines a solid technical foundation in infrastructure, middleware, integration, and mission-critical environments with an evolution into RPA, Hyperautomation, AI, CRM, Salesforce, Agentforce, Partner Cloud, Oracle Commerce, Agentic Process Automation, and strategic account management.

<b>20+</b> years in technology, delivery, operations, and transformation	<b>Account</b> relationship, operations, revenue, and growth	<b>RPA</b> roadmap, squads, CoE, POCs, proposals, and support	<b>AI/CRM</b> Salesforce, Agentforce, Partner Cloud, and digital offerings
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## Current role

### Strategic Account Management

#### AI/R, strategic accounts and international operations

I coordinate the relationship between clients, international teams, AI/R leadership, internal areas, and partners, keeping priorities clear, financial assumptions consistent, and executive visibility in place.

I track what is contracted, in delivery, in negotiation, and still under business development, connecting forecast, billing, SOWs, approvals, opportunities, scope, margin, risk, and delivery capacity.

[Strategic Accounts](#) | [AI/R](#) | [Forecast](#) | [Billing](#) | [SOWs](#)

### Engagement Manager

#### Relationship, context, and predictability

I protect the quality of the client relationship, translate business needs, organize priorities, surface risks and opportunities, and connect clients, leadership, technical teams, and partners.

I work through executive alignment, demand refinement, delivery follow-up, blocker removal, and trust-building for new initiatives.

[Stakeholders](#) | [Governance](#) | [Delivery](#) | [Risks](#)

### Business Manager

#### Pipeline, revenue, and commercial operations

I manage the commercial and financial health of the engagement, connecting pipeline, forecast, billing, SOWs, approvals, scope, opportunities, and delivery capacity.

I participate in opportunity structuring, number tracking, target discussions, assumption control, and realistic growth scenario planning.

[Pipeline](#) | [Revenue](#) | [Forecast](#) | [Financial governance](#)

### Recent Agentic AI, Salesforce, and Oracle offerings

#### Agentforce, Partner Cloud, Revenue Leakage, and Oracle Commerce

I structure materials, POCs, and opportunities involving Salesforce, Agentforce, Partner Cloud, Data 360, MuleSoft, Slack, Revenue Leakage, commercial automation, Oracle Commerce, Agentic Process Automation, and AI business use cases.

In international contexts, I also work on opportunities involving support, development, and demand generation for new services.

[Agentic AI](#) | [Salesforce](#) | [Agentforce](#) | [Oracle Commerce](#) | [AI](#)

## Core capabilities

<b>Strategic Account, Engagement &amp; Business Management</b> Strategic account management, executive relationships, pipeline, forecast, billing, SOWs, opportunities, prioritization, margin, risk, and scope expansion.	<b>Strategic Accounts, AI/R, Engagement, Business</b>
<b>Agentic AI Business Transformation</b> Offerings, POCs, and value narratives involving Agentic AI, AI Platforms, AI Solutions, Modern Management, and AI-driven transformation.	<b>Agentic AI, AI Platforms, AI Solutions, Modern Management</b>
<b>Agentic Process Automation &amp; Hyperautomation</b> RPA programs, Agentic Process Automation, CoE creation, squads, roadmap, POCs, support, governance, licensing, and enterprise process automation.	<b>RPA, UiPath, Automation Anywhere, Software AG/Kryon</b>
<b>Salesforce, CRM &amp; Digital Commerce</b> Experience with CRM, Salesforce, Agentforce, Partner Cloud, Data 360, MuleSoft, Slack, Oracle Commerce, and commercial process orchestration with data and agents.	<b>Salesforce, Agentforce, Partner Cloud, Digital Commerce</b>
<b>AI-assisted Application Engineering &amp; Delivery Governance</b> Squad management, executive status, risks, blockers, roadmap, backlog, homologation, go-live, support, AI-assisted Application Engineering, and continuous improvement.	<b>Delivery, AI-assisted Engineering, Squads, SLA</b>
<b>Middleware &amp; Integration</b> Technical foundation in WebLogic, SOA Suite, OSB, JBoss, Apache, Tomcat, queues, integration, monitoring, and troubleshooting of critical environments.	<b>WebLogic, SOA/OSB, JMS/MQ, Linux/AIX</b>

## Timeline

<b>2025 - 2026</b>	<b>Executive Manager and Strategic Account Management</b> I work in strategic account management with combined Engagement Manager and Business Manager responsibilities. My focus includes international clients, project health, opportunities, forecast, billing, SOWs, CRM, commercial governance, and opportunity development at AI/R. <a href="#">AI/R</a>   <a href="#">CRM</a>   <a href="#">Forecast</a>   <a href="#">SOWs</a>   <a href="#">Agentic AI</a>
<b>2021 - 2024</b>	<b>Hyperautomation, RPA, GenAI, and business development</b> I led commercial and technical initiatives involving proposals, POCs, RFPs, squads, estimates, licensing, support, and process automation for clients such as Livelio, Eldorado Celulose, Grupo Marista/FTD, TEX, Sicredi, Via Varejo, Raia Drogasil, and Universo Online/CIAT. <a href="#">RPA</a>   <a href="#">UiPath</a>   <a href="#">Automation Anywhere</a>   <a href="#">Google CCAI</a>   <a href="#">GenAI</a>
<b>2018 - 2020</b>	<b>Enterprise-scale RPA, GOL, CoE, and squads</b> I worked on GOL's RPA program with a roadmap of dozens of processes, multidisciplinary squads, prioritization, homologation, support, incident analysis, platform migration, and interface with Software AG/Kryon and UiPath. <a href="#">GOL</a>   <a href="#">CoE</a>   <a href="#">Kryon</a>   <a href="#">UiPath</a>   <a href="#">SAP</a>
<b>2014 - 2018</b>	<b>Compasso, service management, and Oracle Middleware</b> I worked as a specialist, infrastructure architect, coordinator, and service manager for VIVO, Nextel, Natura, Gafisa, LASA, Estacio, CVC, and SKY. The environments involved WebLogic, SOA Suite, OSB, Oracle ATG, Endeca, BAM, ODI, Apache, Tomcat, Linux, and AIX. <a href="#">WebLogic</a>   <a href="#">SOA/OSB</a>   <a href="#">SLAs</a>   <a href="#">Critical environments</a>
<b>2011 - 2014</b>	<b>TIVIT, Cielo, and Banco ibi</b> I worked as a senior middleware specialist in high-availability financial environments, with focus on lower downtime, security, PCI, mainframe integrations, Oracle RAC, GoldenGate, HSM, BigIP, WebLogic, JBoss, Oracle Service Bus, Oracle BAM, ActiveMQ, HornetQ, and IBM MQ. <a href="#">Cielo</a>   <a href="#">Banco ibi</a>   <a href="#">PCI</a>   <a href="#">Mainframe</a>   <a href="#">IBM MQ</a>
<b>2004 - 2011</b>	<b>Technical foundation: M4U, Ozonion, networks, security, and early cloud</b> I built my foundation in network administration, security, middleware, deployments, tuning, monitoring, firewalls, virtualization, AWS EC2, SQL Server, Linux, Apache, JBoss, Tomcat, and high-availability web platforms. <a href="#">Linux</a>   <a href="#">AWS EC2</a>   <a href="#">JBoss</a>   <a href="#">Security</a>   <a href="#">Monitoring</a>

## Technical foundation

### Middleware and integration

Oracle WebLogic Server, Oracle SOA Suite, Oracle Service Bus, Oracle Application Server, Oracle Enterprise Manager, Oracle Fusion Middleware, BEA WebLogic Integration, JBoss AS, Apache Tomcat, IBM MQ, Apache ActiveMQ, HornetQ, and Docker.

### Infrastructure, cloud, and operations

Linux, Unix, AIX, HP-UX, Windows, AWS, Google Cloud, Azure, IBM SoftLayer, VMware ESX, Oracle OVM, Apache, IIS, NGINX, firewalls, load balancers, and networks.

### Observability and support

Nagios, Zabbix, Introscope, Cacti, SNMP, Dynatrace, logs, incident diagnosis, tuning, availability, SLAs, deployments, requests, and continuous improvement.

### Automation and development

Python, Shell Script, Perl, PHP, C/C++, JavaScript, HTML, CSS, Excel/VBA, UiPath, Automation Anywhere, Software AG/Kryon, PDF/XML processing, and web automation.

## Education and languages

- Technology degree in Computer Networks - Universidade Estacio de Sa, 2002 to 2006.
- Oracle WebLogic Server 11g Administration Essentials and Advanced Administration.
- Oracle SOA Suite 11g, Oracle Application Server 10g, and Oracle Fusion Middleware Administration.
- ITIL Foundations v2, Network Analyst, and Security Analyst training.
- Native Portuguese, fluent English

## Clients and contexts

The logos represent companies and professional contexts in which I have worked throughout my career. The presence of a brand does not imply disclosure of scope, a public case, an active partnership, or institutional endorsement. All trademarks belong to their respective owners.

### Strategic accounts and international operations

Yamaha, Sazerac, Porto Seguro, Pottential, Anima, Junto Seguros, Credicoamo, Desktop, Insper, Stellantis, Ouro Verde / Unidas

### AI, CRM, and digital offerings

Professional context grouping, without public attribution of a specific solution to any individual client.

Yamaha, Sazerac, Porto Seguro, Stellantis, Via Varejo, Raia Drogasil, Universo Online / CIAT, Insper

### Hyperautomation, RPA, and process transformation

GOL, Eldorado Celulose, Livel, Sicredi, Sofisa, Grupo Marista / FTD, TEX, Autopass, Brother, Universo Online / CIAT

### Middleware, service management, and critical environments

VIVO, Nextel, Natura, Gafisa, LASA / Lojas Americanas, Estacio, CVC, SKY, Cielo, Banco ibi / Bradescard, Mapfre, Schindler, BRT

### Technical foundation and digital platforms

M4U, Ozonion, Oi