Joao Lima

CTO-CIO | IT HEAD | ADVISOR | IT MANAGER | TECH EXECUTIVE | STAFF ENGINEER

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PROFESSIONAL SUMMARY

Technology professional by passion and entrepreneur by vocation, I have built my career at the intersection of tech, operations and business since the age of 13.

All the experience accumulated over the years confirms that real digital and technological transformation only happens when the business creates synergy with infrastructure, operations, governance and security, in a symbiosis that generates real, direct value. I work precisely at this convergence of technology, business, operations, digital and critical environments, connecting enterprise architecture, modernization, delivery and operational continuity for companies, governments and mission-critical operations.

EXPERIENCE

CTO-CIO

03-2013 — Present

ITTECH/PRIMECYBER • São José dos Campos, SP/BR

Founder and head of business strategy, enterprise architecture and portfolio evolution at ITTechnologies, leading digital transformation, executive consulting and solution integration initiatives for public and private sector organizations. I started with the goal of delivering a new level of IT consulting. Over the years, ITTechnologies evolved from a managed services provider into a builder of business models, portfolio development, solution architecture and technology governance, connecting strategy, innovation and results.

- CTO as a Service, Supply Sourcing Tech, IT/OT Advisory, Solution Architecture, Project Management, IT Governance, Smart Cities, Data Center and Multicloud, Monitoring and Observability, Infrastructure, Networks and Telecom, Specialized Managed Services, Cybersecurity and Risk Management, SRE/TechOps/FinOps, BP/BPM/TDD/MSP/IT Master Plan Development, Electronic Security and Computer Vision, Home and Industrial Automation, Digital Acceleration and Transformation

PRIMECYBER was born within ITTech as a venture focused on research and development (R&D) and the incubation of solutions in Artificial Intelligence, Automation, Specialized Hardware, Digital Transformation and tailor-made solutions.

CTO / IT MANAGER

08-2022 — Present

Erione Technologies • São José dos Campos, SP/BR

Responsible for defining and leading the positioning and scale-up strategy of the IT business alongside the executive board, connecting solution architecture and market development.

Strategic Leadership: Partnered with executive leadership to define IT growth drivers, orchestrating corporate strategy with operations, sales and multidisciplinary squads; developed business models and scale-up strategies, and structured initiatives for commercial acceleration, market positioning and opportunity generation.

Solution Architecture: Defined architectures aligned with business and digital transformation strategies, designed Infrastructure, Multicloud, Managed Services (MSP) and digital ecosystem solutions, and structured technical solutions for corporate and government clients.

Business Development: End-to-end development of multi-market business models, structuring of the Cloud, Infrastructure, Managed Services and Partner Channels BUs, strategic relationships with clients, partners and decision-makers, and solution verticalization and value creation for different markets.

- BU and IT/OT structuring
- Business model development for MSPs
- Vendor and partner channel roadmap development
- Expanded business reach with a 23% baseline net margin
- 35,000 tickets managed with an average NPS of 4.8 out of 5.0

- Served 150+ organizations and project demands

HEAD OF ENGINEERING & PRE-SALES

11-2024 — Present

QUALILAN DISTRIBUIDORA • São Paulo, SP/BR

Responsible for structuring and leading the Pre-Sales Architecture area, acting as the link between commercial strategy, engineering and the executive board to develop highly complex solutions for the B2B and B2G markets. Strategic Leadership: Cross-functional role reporting directly to the Executive Board, defining the technical strategy for Engineering and Pre-Sales, developing frameworks, processes and KPIs, and structuring the technology roadmap for strategic portfolio expansion.

Solution Architecture: Designed architectures for infrastructure, networking, data center, security, collaboration and digital transformation projects; technical leadership on RFPs, RFIs, public tenders and executive proposals; development of conceptual and detailed designs.

Business Development: Technical training of internal teams, consultative relationships with corporate clients, partners and integrators, technical support to the Sales and Executive areas, and strategic interface with vendors to define solutions and portfolio.

- Pre-sales vertical structured with baseline, processes and response times
- Strategic portfolio expansion to new vendors
- Increased revenue capture through specialized services
- Delivered 103 engineering and pre-sales projects in 24 months
- Standardized tool stack and project workflow
- Implemented automations for B2B and B2G

HEAD OF CSC & DELIVERY SERVICES

10-2022 — Present

ID TECNOLOGIA • São Paulo, SP/BR

Responsible for structuring and leading the Delivery & Managed Services (MSP) unit, covering project management, solution architecture and business development to expand the specialized services portfolio in cybersecurity and edge appliances (physical and virtual), information security solutions, risk management, endpoint tools and reporting.

TECHNICAL SKILLS

Microsoft Azure · AWS · OCI · Windows Server · Proxmox · Firewall · Cisco · HDI · ITIL · Cobit · ISO · DPMM · pfSense · Solution Integration · Laserway · Fluke · IT Executive · IT Governance · Project Management · Risk Management · Compliance · Supply Tech Sourcing · Procurement · DPO · DLP · Cybersecurity · Network · Cabling · Infrastructure · CCTV · Data Center · TOGAF · Call Center · AI · LLM · RAG · DevSecOps · FinOps · TechOps · MOF · IoT · Smart Sensing · Storage · Hardware · ASIC · Automation · Leadership · Budget/TCO · Multicloud

EDUCATION

Telecommunications Technician — 01-2025 — 12-2026

Matricula EAD

ICT Academy in Solutions Engineering and Architecture — 04-2025 — 08-2025

IFSP

University Extension in Artificial Intelligence — 01-2024 — 07-2024

USP - University of São Paulo

Technologist Degree in Computer Networks — 08-2014 — 05-2016

UNINOVE

LANGUAGES

English — Professional working

Spanish — Limited working