

Building Your Professional Persona



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Computing Research Association
Widening Participation



John B. Vicente, Jr.

BSEE – Northeastern University

MSEE – University of Southern California

PhD EE – Columbia University

Industry Focus:

- Cyber-physical Systems
- Industrial IOT
- Edge Computing
- Artificial Intelligence

Research / Core:

- Internet of Things
- Distributed Systems & Networking
- Operations Research

Current:

Senior Vice President, Collaborative Systems Integration

Previous:

Chief Technology Officer at Stratus Technologies

Senior Principal Engineer, CTO IOTG Industrial Solutions at Intel Corporation. Multiple leadership roles at Intel for over 25 years



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Quincy K. Brown

BSEE – North Carolina A&T State University

MSCS – Drexel University

PhD CS – Drexel University

Industry:

- Test Engineer
- Software Quality Engineer

Research / Academia:

- Human Computer Interaction
- Mobile HCI
- Educational Technology

Policy / Non-Profit:

- Science and Technology Policy
- STEM Education
- Computer Science Education
- Pre-service STEM Teacher Education

Current:

Senior Policy Advisor, White House Office of Science and Technology Policy

Previous:

Head of Programs, AnitaB.org

Director of STEM Education Research, AAAS

AAAS S&T Policy Fellow, NSF

Assistant/Associate Professor, Bowie State University



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Terminology

- Professional Persona
- Personal Brand
- Professional Narrative
- e-Presence
- CV (Resume)
- Professional Bio



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What is a Professional Persona?

☐ “**Persona**”

- Role that one assumes or displays in public or society

☐ “**Professional**”

- Displaying the competence and skill appropriate to a professional person
- Exhibiting a courteous, conscientious, and generally businesslike manner

☐ “**Professional Persona**”

- Giving others a positive perception of you and your abilities



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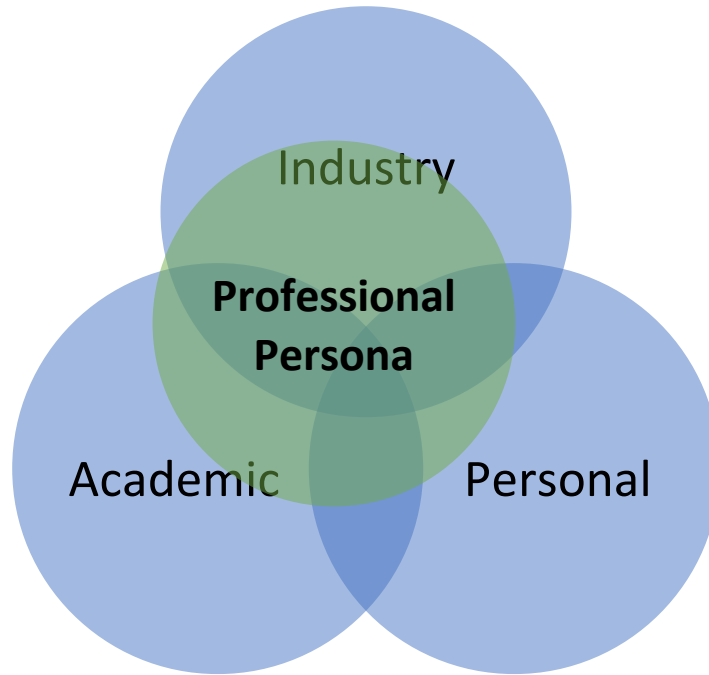
Personal Brand

☐ **Appearance:**

- Body language, dress, posture, overall presentation

☐ **Personality:**

- Your behavior, communication skills, demeanor
- How do people perceive your attitude towards them?



☐ **Competencies:**

- What is your superpower?
- What skills make you competent and capable?

☐ **Differentiation:**

- Everyone brings something special. What about you?
- What leaves a lasting impression in minds of others?



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Personal Brand



“Personal brands are an important currency today.”

Professional Narrative

Highlights

Academic Credentials

Professional Associations



STRENGTHS

- Technology Strategy and Leadership
- IOT and Edge Computing Systems
- Industry 4.0 and Industrial Markets
- Systems Architecture of Digital Transformation
- Open Standards and Committee Chairmanships
- Leadership and Diversity
- Mergers, Acquisitions and Divestiture Strategies
- Technology IP and Patents

QUALIFICATIONS

- **PhD**, Electrical Engineering, COLUMBIA UNIVERSITY, NYC, NY
- **MS**, Electrical & Computer Engineering, UNIVERSITY OF SOUTHERN CALIFORNIA, LA, CA
- **BS**, Electrical & Computer Engineering, NORTHEASTERN UNIVERSITY, Boston, MA

MEMBERSHIPS & COMMITTEES

- Forbes Technology Council
- Open Group Open Process Automation Forum (OPAF)
- Intel Black Leadership Council
- Intel IP & Patent Committee
- Institute of Electrical and Electronics Engineers (IEEE)
- Association for Computing Machinery (ACM)

JOHN B. VICENTE

916-740-5647 | jbvicentejr@gmail.com | linkedin.com/in/john-vicente-phd

John is a seasoned CTO/Technology executive with diverse experience bridging technical knowledge, leadership, market, and strategic focus. He has a reputation as a technology innovator and inspirational leader with an entrepreneurial mindset, market intelligence, and business acumen, and a proven track record in setting corporate-level vision and strategy, defining leading-edge technology and products, and leading cross-functional teams to execution.

John brings his extensive background and knowledge in IOT and Edge Computing technologies, CPS, AI, real-time systems, cybersecurity, and Industry 4.0 open industrial control systems. With corporate experience evaluating emerging IOT companies and their value propositions through his work with Intel Capital and their Industrial IOT business, he has participated in acquisition and divestitures of Edge/IOT companies for both Intel and Stratus. Further, John's modeling forte in evaluating and projecting operational improvements through digital transformation to impact EBITDA and growth valuation of emerging companies offers diverse, transformative competency to PE and VC firms. As a member of the Forbes Technology Council, he is widely known in IIOT and Edge Computing through participation in multiple virtual panels and speakerships and delivering technical white papers and blog articles. John also has strategic experience through chairmanships in open standards and consortia for industrial control systems.

Throughout his career, John led organizations and their businesses in the introduction of disruptive technologies navigating the transition of technological promise to tangible business and technology transformation. His experience and contributions have been on both the consumption side (IT) of technology, as well as the delivery (R&D) side of products and services, acquiring a unique end-user and supplier perspective. This experience encompasses the major disruptions in the modern era of internet computing systems. John maintained an ethical and empathetic leadership in talent development and diversity and a business-first mindset in defining the pace of introduction of technologies and business processes.

John is currently advising several CPS/IOT technology companies for investment and acquisition. He is also serving as a SVP and strategic advisor to the President of Collaborative Systems Integration where he is spearheading the delivery of an open platform of advanced CPS technologies and services that meet the OPAF specification for open industrial control.

Previously, as Chief Technology Officer at Stratus Technologies, serving as a senior officer and chief architect, he defined and evangelized Stratus' technology strategy in Edge Computing. Recruited by the Stratus CEO and Siris Capital PE firm, John was viewed as the most credible strategic advisor to the Board of Directors on Edge Computing and IOT market and technology direction.

Prior to Stratus, John led Intel's Industrial IOT CTO Office, driving technology strategy, architectural definition, and roadmaps for Intel's IOT Group Industrial Solutions Division. He led the industrial IOT computing portfolio based on Intel IP technologies and products against the industrial markets and value chains. He gained corporate sponsorship of the strategic software-defined industrial program while enabling ICAP investments and significant design win revenue for Intel.

At Intel, John was among the most influential Intel IT leaders in advancing Intel's Information Technology leadership position as Intel grew rapidly through the Internet boom and transitioning Intel's enterprise computing systems through the mobile computing, cloud computing, and the IOT eras. He also led the architecture and development of mobile computing services via cloud (SaaS) services and cross platform technologies. John drove the Intel vPro™ business platform redirection to cloud and virtual client compute models enabling adoption of vPro™ products and their \$1B+ annual revenue contribution to the corporate client computing group. John also directed a research team, chaired a corporate-wide IT Research Committee with a \$5.5M annual budget, and a portfolio of 80+ research projects across ~30 worldwide universities.

Personal Brand

Narrative Summary

Professional Experience



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Professional Narrative



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Activity:

Create a (30sec) Elevator Pitch of your Professional Persona

— What do you do & why does it matter?

- Turn to your neighbor and discuss your professional persona
- What is one thing you want people to remember about you?



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e-Presence

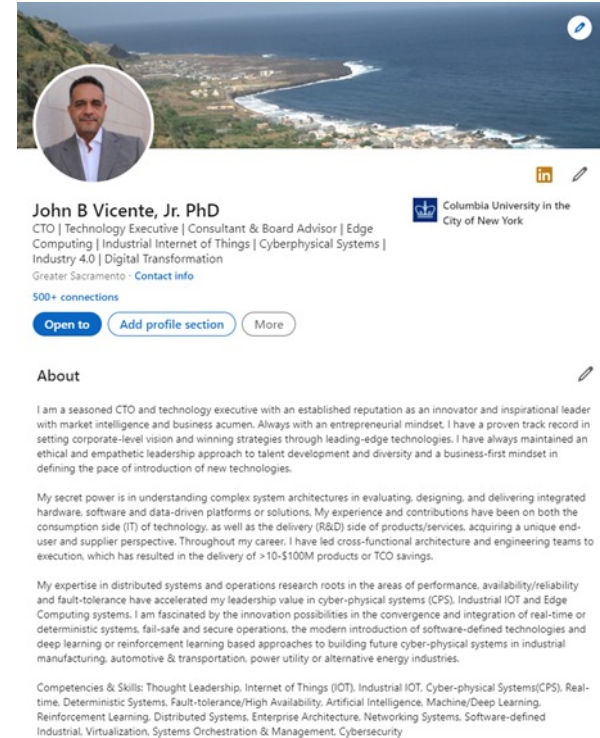
- Personal Brand
- Professional Narrative – “Your Story”
 - Human connection
- Search “words”
- Networking
- Activities - Blogs, Articles, Panels, etc.
- Publications & Patents
- Certifications

First Impressions – One Chance

Avoid Buzzwords

Settings and Privacy

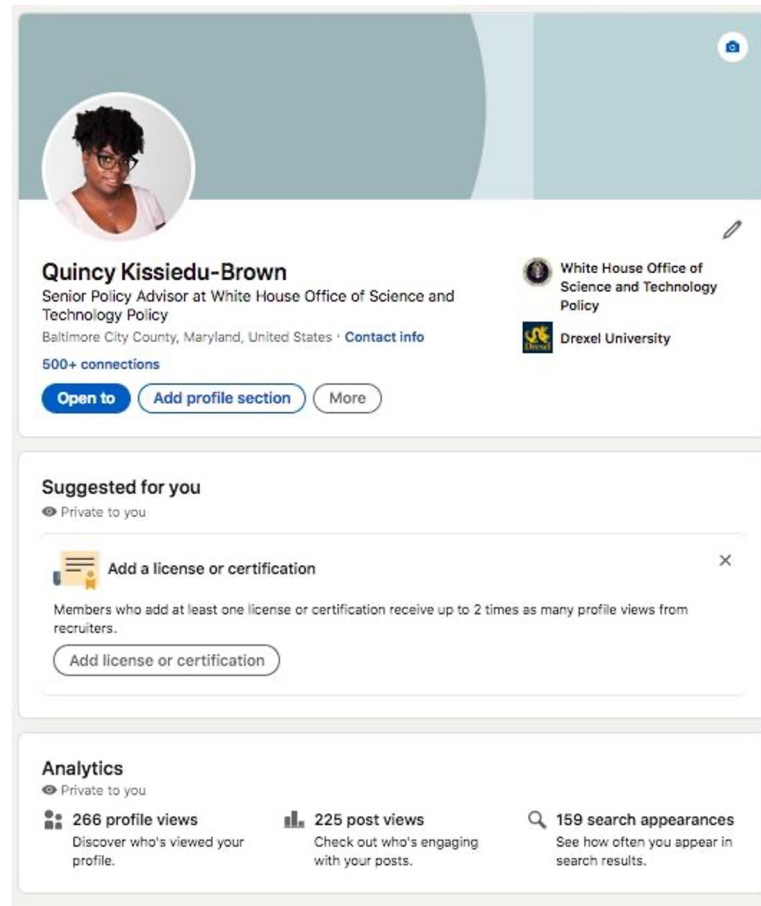
- <https://www.keystonepartners.com/blog/leverage-your-linkedin-brand-to-stand-out-during-a-job-search>
- LinkedIn Settings & Privacy page: <https://www.linkedin.com/psettings/activity-broadcast>



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e-Presence



The image shows a LinkedIn profile for Quincy Kissiedu-Brown. The profile picture is a circular headshot of a woman with short dark hair and glasses. The background of the profile banner is a light blue gradient. The profile name is Quincy Kissiedu-Brown, and the title is Senior Policy Advisor at White House Office of Science and Technology Policy. The location is Baltimore City County, Maryland, United States. There are 500+ connections. The profile has three sections: 'Open to' (a blue button), 'Add profile section' (a white button with a blue outline), and 'More' (a white button with a blue outline). Below the profile information is a 'Suggested for you' section with a privacy icon and the text 'Private to you'. It features a card titled 'Add a license or certification' with a close button (X) in the top right corner. The card text says: 'Members who add at least one license or certification receive up to 2 times as many profile views from recruiters.' and has a button 'Add license or certification'. Below this is an 'Analytics' section with a privacy icon and the text 'Private to you'. It contains three metrics: '266 profile views' (Discover who's viewed your profile), '225 post views' (Check out who's engaging with your posts), and '159 search appearances' (See how often you appear in search results).

Quincy Kissiedu-Brown
Senior Policy Advisor at White House Office of Science and Technology Policy
Baltimore City County, Maryland, United States · [Contact info](#)
500+ connections

[Open to](#) [Add profile section](#) [More](#)

Suggested for you
Private to you

Add a license or certification X

Members who add at least one license or certification receive up to 2 times as many profile views from recruiters.

[Add license or certification](#)

Analytics
Private to you

266 profile views
Discover who's viewed your profile.

225 post views
Check out who's engaging with your posts.

159 search appearances
See how often you appear in search results.

- <https://www.keystonepartners.com/blog/leverage-your-linkedin-brand-to-stand-out-during-a-job-search>
- LinkedIn Settings & Privacy page: <https://www.linkedin.com/psettings/activity-broadcast>



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C.V. (Curriculum vitae)

- Purpose of a C.V. is to get you an interview
- Elevator pitch of your Professional Narrative
- Raise attention to your Core Competencies and/or Career Highlights
- Complete listing of your professional accomplishments, academic credentials, etc.
- C.V. organization may vary depending on industry vs. academia, target audience, experience, etc.

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JOHN B. VICENTE

TECHNOLOGY EXECUTIVE
DIGITAL TRANSFORMATION | INTERNET OF THINGS | EDGE COMPUTING

Accomplished technology executive with diverse experience bridging technical knowledge, leadership, market and strategic focus. Reputation as an innovator and inspirational leader of technical leaders, with an entrepreneurial mindset, technology innovation, market intelligence and business acumen. Proven track record in setting corporate-level vision and strategy, defining leading-edge technology and products and leading cross-functional teams to execution.

CORE COMPETENCIES

- Digital Transformation
- Internet of Things (IIOT)
- Edge Computing
- Cloud Computing
- Virtualization & Orchestration
- Real-time Systems
- Machine & Reinforcement Learning
- Operations Research
- Technology & Business Strategy
- Software Engineering
- Discrete and Process Control Systems Markets

CAREER HIGHLIGHTS

- Leading Open Group Open Process Automation Forum (OPAF) initiative as Technology Working Group Co-Chair and System Orchestration Subcommittee Co-Chair
- Led Intel's and Stratus' Computing architectures, strategy and technology roadmaps for Edge Computing (IIOT) and Industrial IOT initiatives enabling new revenue pipelines.
- As Intel Industrial IOT (IIOT) CTO, championed the strategic growth direction for industrial IOT systems based on virtualization technologies, real-time, cloud/edge, artificial intelligence (AI) and machine learning technologies.
- Advanced the Intel IT organization and technology leadership position, directing the Enterprise Systems R&D program portfolio, including 80+ research projects and investments in the work of ~30 universities.
- Championed intellectual property (IP) programs, Diversity & Inclusion, science technology engineering and math (STEM) and technical leadership & development initiatives, as a member of Intel Black Leadership Council.
- Drove Intel IT's enterprise transformation to mobile and cloud-based client computing resulting in significant total cost of ownership (TCO) savings.
- Led enterprise development and delivery of mobile, client virtualization and software-as-a-service (SaaS) models.
- Led the architectural transformation of Intel's corporate network to Internet Protocol (IP), as Principal Strategist and Chief Architect for Intel's corporate network during the transition to IP communications.
- Pioneered Capacity and Performance Management Systems & Methodologies at Intel, leading the first design and implementation of a software-based capacity planning system to manage Intel's global wide area network (WAN).
- Served in an advisory capacity to the Office of the Prime Minister of Cabo Verde, Africa, as a distinguished ICT leader on the "National Forum for Transformation - Cabo Verde 2030."
- Published 40+ peer-reviewed Technical Papers and 29 USPTO Patents in internetworking and software systems.

PROFESSIONAL EXPERIENCE

Collaborative Systems Integration, Austin, TX
Sr. Vice President and Strategic Advisor 2021–present
Recruited by the President to lead architecture, technology strategy & and delivery of an open process systems integration platform of advanced OT/IT technologies & services that meet the OPAF O-PAS standard for industrial control.

GamutDX Advisors & CPS Consulting LLC
Founder & Professional Advisor
Advisor to Private Equity firms and emerging high-growth IOT/CPS companies for investment and acquisition.

Stratus Technologies, Maynard, MA
Corporate Chief Technology Officer (CTO) 2019 – 2021
Recruited by the CEO and Siris Capital PE firm to define the Edge Computing market direction for Stratus, successfully navigating the Stratus Board of Directors approvals on Edge Computing directions for the company.

EDUCATION

PhD - Electrical Engineering, Columbia University, NYC, NY
Master of Science - Electrical and Computer Engineering, University of Southern California, LA, CA
Bachelor of Science - Electrical and Computer Engineering, Northeastern University, Boston, MA

CORPORATE LEADERSHIP & DEVELOPMENT

- Intel Black Leadership Council
- Intel IOTG & IT Technical Leadership Committee
- Intel IP & Patent Program & Committee
- Executive Coaching
- Intel Levers to Leadership by Hewlett Consulting
- Intel Lead 401: Senior Leader Intensive

PROFESSIONAL ASSOCIATIONS

Open Group Open Process Automation Forum (OPAF)
Institute of Electrical and Electronics Engineers (IEEE)
Association for Computing Machinery (ACM)

Professional Bio

Short-version



John Vicente is the Chief Technology Officer at Stratus Technologies. He is a senior officer and the chief architect for the company. John is defining and evangelizing Stratus' technology strategy in Edge Computing and Industrial IoT (IIOT). Prior to Stratus, John led Intel's Industrial IOT CTO Office where he championed SW-defined Industrial Systems (SDIS) strategic initiative enabling a new Intel revenue pipeline for industrial edge computing. John held senior leadership roles across multiple organizations at Intel.

John earned an EE PhD from Columbia University, an MS ECE from [USC](#) and a BS ECE from Northeastern University.

Long-version



John Vicente is the Chief Technology Officer at Stratus Technologies. He is a senior officer and the chief architect for the company. John is defining and evangelizing Stratus' technology strategy in Edge Computing and Industrial IoT (IIOT).

Prior to Stratus, John led Intel's Industrial IOT CTO Office and was responsible for strategy, architectural definition, and roadmaps for Intel's Industrial IOT Solutions Division, where he championed the Industrial IOT SW-defined Industrial Systems (SDIS) strategic initiative enabling a new Intel revenue pipeline for industrial edge computing.

John held senior leadership roles across multiple organizations at Intel for over 25 years.

John has a proven track record in setting corporate-level visions and strategies and leading engineering or teams to execution. John's experience and contributions have been on both the consumption (enterprise IT) side of technology and delivery side (R&D) of products & services, acquiring a unique end-user and supplier perspective. His experience encompasses the predominance of the major disruptions over the past 35yrs in computing and Internet systems.

John is a member of the OpenGroup Open Process Automation Forum and serves as the co-chair for the Systems Orchestrations subcommittee. He also served on the UC Davis, Computer Science Board of Advisors and has been invited to numerous university and industry forums as a keynote or panel speaker on advanced IT or IIOT topics.

John earned an EE PhD from Columbia University, an MS ECE from [USC](#) and a BS ECE from Northeastern University.



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Professional Bio

Short-version

Quincy Brown is the co-founder of blackcomputeHER.org and Director of Engagement and Research at AnitaB.org. She was previously a Program Director at AAAS and Senior Policy Advisor in the White House Office of Science and Technology Policy. She has supported women and girls in computing for more than a decade.

Long-version

Quincy Brown, Ph.D., is the Head of Programs at AnitaB.org. Previously, I was a Program Director for STEM Education Research at the American Association for the Advancement of Science (AAAS). I have also served as a Senior Policy Advisor in the White House Office of Science and Technology Policy. There my portfolio included Agricultural Entrepreneurship, STEM Education, and the My Brother's Keeper STEM+ Entrepreneurship initiatives. Prior to this position, I was an AAAS Science & Technology Policy Fellow at the National Science Foundation where I worked on Computer Science Education projects. I am a co-founder of blackcomputeHER.org, a non-profit organization providing education and support to black women and girls in computing+tech.

For six years I was an Assistant Professor of Computer Science at [Bowie State University](https://www.bowiestate.edu/). There I conducted Human Computer Interaction research and examined the design of intelligent tutoring systems, explored the design and usability of mobile devices, and investigated the use of mobile devices in emergency situations. I also founded and directed the [Games+Mobile Play, Learn, Live Lab](https://www.gamesandmobileplay.org/).

I completed my PhD as part of the Vision and Cognition Lab of the Computer Science Department at [Drexel University](https://www.drexel.edu/). While completing my doctoral studies I was a National Science Foundation GK-12 Fellow and a Bridge To the Doctorate Fellow. As a [GK-12](https://www.gk12.org/) Fellow I taught and developed STEM curricula for middle school students. In 2009 I became the recipient of the National Science Foundation/Computing Community Consortium [CI Fellows](https://www.ccfellow.org/) Postdoctoral Research Fellowship award.



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Publications & Patents

- Publications

- Conferences
- Journals
- Magazines
- Industry | Academia | Cross Industry - Academia

- Patents

- Rewarding both professionally and financially
- Does your company/institution have attorneys/procedures?



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...Some Tips



BE POSITIVE



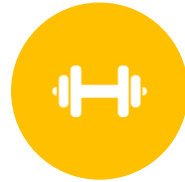
PERCEPTIONS



SOFT SKILLS



COMMUNICATIONS



PLAY TO YOUR
STRENGTHS

THANK YOU for Attending!

Connect on LinkedIn:

John Vicente

<https://www.linkedin.com/in/john-vicente-phd/>



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