Building Your Professional Persona
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
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
Terminology

• Professional Persona
• Personal Brand
• Professional Narrative
• e-Presence
• CV (Resume)
• Professional Bio
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
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?
“Personal brands are an important currency today.”

Source: https://www.marshallpr.com/tips-to-build-your-personal-brand/
Professional Narrative

Personal Brand

Narrative Summary

Professional Experience

Highlights

Academic Credentials

Professional Associations

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 IOT and Edge Computing through participation in multiple virtual panels and webinars 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 Sirius 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 era. 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 reiteration to cloud and virtual client compute models enabling adoption of vPro™ products and their S$B+ 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.

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)
Professional Narrative
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?
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

- LinkedIn Settings & Privacy page: https://www.linkedin.com/psettings/activity-broadcast
e-Presence

- LinkedIn Settings & Privacy page: https://www.linkedin.com/psettings/activity-broadcast
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.**
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 Orchestration 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.
Professional Bio

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.

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. 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.

I completed my PhD as part of the Vision and Cognition Lab of the Computer Science Department at Drexel University. 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 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 Postdoctoral Research Fellowship award.
Publications & Patents

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

• Patents
  • Rewarding both professionally and financially
  • Does your company/institution have attorneys/procedures?
...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/