
IVONNE VALDES



Independent Board Director | Chief Product & Channel Officer

AI for Good · Data Center Infrastructure · SaaS Go-to-Market · P&L Ownership · M&A · Global Expansion

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EXECUTIVE SUMMARY

Technology executive with 30+ years of P&L, product, and go-to-market leadership across Fortune 500, PE-backed, and startup environments—now focused exclusively on board director, advisory, and strategic consulting roles. **Delivers measurable shareholder value** through governance expertise, AI-driven growth strategy, and deep operational experience scaling businesses from \$400M to \$1B+ in revenue. Passionate board contributor at the intersection of AI for good, data center infrastructure, healthcare technology, and workforce development.

Currently serves on the boards of **Conectado** (Web3 education); Finance & Audit Trustee, **Caldwell University**; Nom/Gov Committee, **HITEC**. Former Board Director, **Canary Speech** (voice AI health diagnostics, term completed Mar 2026). Advising AI-driven startups across healthcare, industrial automation, and education.

BOARD VALUE PROPOSITION

What Ivonne brings to every board seat:

- **Revenue Growth & P&L Ownership.** \$1B+ P&L accountability across Cloud, Services, and SaaS businesses; translated complex market dynamics into profitable growth for globally dispersed stakeholder bases.
- **Global Go-to-Market Architect.** Scaled Sorenson Communications from 3 to 11 countries; built first channel and B2B SaaS subscription program; drove HP Technology Services to billion-dollar revenue.
- **M&A & Strategic Integration.** Led Oracle's integration of Sun Microsystems (\$5B+) and HP's acquisition of 3PAR (\$2.35B)—due diligence, integration strategy, post-merger optimization.
- **AI & Emerging Technology Fluency.** Active board contributor at AI-driven companies; advising startups on SaaS GTM, product roadmap, and route-to-market across healthcare, automation, and education.
- **Corporate Governance & Risk Oversight.** Finance & Audit Committee (Caldwell University), Nomination & Governance Committee (HITEC); trained at KPMG Board Leadership Center; Cybersecurity Oversight Certificate, Carnegie Mellon.
- **DEI Champion & Diverse Perspective.** Named one of 50 Women to Watch for Boards; Chair, HITEC Foundation (2017–2025); HITEC Member of the Year 2023; Latina Style Top 10 Latina Executive of the Year.

BOARD COMPETENCIES

Strategic Oversight & Innovation — Translates technology megatrends—AI, cloud SaaS, data center, digital health, and workforce tech—into board-level strategic direction. Brings a practitioner's lens to innovation pipeline review, competitive positioning, and scenario planning.

Financial Stewardship — Deep P&L accountability across multibillion-dollar business units. Experienced in financial statement analysis, budget oversight, capital allocation, and audit committee dynamics. Has managed \$400M–\$1B+ portfolios with consistent margin improvement.

M&A & Value Creation — Hands-on involvement in two landmark technology acquisitions (Oracle/Sun \$5B+; HP/3PAR \$2.35B). Expertise spans target evaluation, due diligence, integration leadership, and post-merger performance optimization.

Risk Management & Cybersecurity — Carnegie Mellon Cybersecurity Oversight Certificate; KPMG Board Leadership Program graduate. Applies structured risk frameworks to cyber, operational, and regulatory exposure—particularly relevant for data-intensive and AI-first organizations.

Stakeholder Engagement & Governance — Proven ability to align executive teams, investors, regulators, and nonprofit stakeholders around shared objectives. Finance & Audit Committee Trustee; Nomination & Governance Committee Director; prior experience guiding Sorenson Communications board on strategic transformation.

BOARD & ADVISORY EXPERIENCE

CURRENT

HITEC (Hispanic IT Executive Council) Jan 2025 – Present

Board Director, Nomination & Governance Committee

Governing body for the premier organization of senior Hispanic technology leaders. Shaping leadership pipeline, governance standards, and strategic membership growth.

Caldwell University 2023 – Present

Board Trustee | Finance & Audit Committee | Student Life Committee

Private liberal arts university (NJ). Providing fiduciary oversight, financial strategy guidance, and strategic counsel on digital transformation and workforce-readiness programming.

Conectado Inc. 2022 – Present

Board Director

For-profit Web3 / metaverse education platform advancing generational economic mobility. Trusted advisor to CEO from launch through go-to-market, product development, and strategic partnerships (Accenture, Bank of America).

The HITEC Foundation 2017 – Jan 2025

Board Chair / Director

Led a six-person board funding scholarships, internships, mentoring, and professional development for the next generation of Hispanic technology leaders.

Cato Digital 2020 – 2023

Advisory Council Member

Digital infrastructure company focused on expanding equitable cloud access. Advised on market strategy and partnership development.

FORMER

Canary Speech Jan 2025 – Mar 2026 (Term Completed)

Non-Executive Board Director

Patented voice biomarker technology platform screening for mood disorders and disease states using ≤20 seconds of speech. Provided strategic oversight on commercialization, enterprise partnerships, and clinical validation pathways.

Guidepoint Advisory Services 2023 – Present

Expert Advisor

Providing on-demand expertise in data center, automation, go-to-market strategy, and route-to-market optimization.

CORPORATE LEADERSHIP EXPERIENCE

IV Advisory Services | Silicon Valley, CA | July 2025 – Present

Founder & Principal

- Founded boutique advisory firm providing C-suite and board-level expertise in go-to-market strategy, route-to-market optimization, and M&A due diligence.
- Engages AI-driven startups and growth-stage companies across healthcare, industrial automation, education, and data center infrastructure.
- Delivers actionable frameworks for SaaS channel development, international expansion, and partner ecosystem design.

Sorenson Communications (PE-backed) | Silicon Valley, CA / Salt Lake City, UT | 2022 – July 2025

Chief Channel Officer 2023 – 2025

- Built and scaled the company's first formal channel program, extending market reach across 11 countries.
- Negotiated and closed strategic alliance agreements accelerating SaaS partner revenue.

Chief Product Officer & EVP, Business Development 2022 – 2023

- Launched first B2B SaaS subscription offering; created product roadmap aligning clinical, enterprise, and consumer segments.
- Led international expansion strategy from 3 to 11 countries.

Schneider Electric (Euronext: SU) | Silicon Valley, CA | 2016 – 2022

SVP, Cloud & Service Provider Segment

- Elevated P&L from #4 to #1 ranking; grew Cloud & Services division revenue from \$400M to \$1B with sustained margin improvement.
- Built global go-to-market playbook for hyperscaler and colocation customer segments.

- Named Silicon Valley Business Journal Women of Influence (2020); Infrastructure Masons Global D&I Champion Award (2019).

HP Inc. / Hewlett Packard Enterprise (NYSE: HPE) | Palo Alto, CA | 2010 – 2016

VP, Enterprise Group Technology Indirect Services 2016

VP, Technology Services Worldwide Go-to-Market 2010 – 2016

- Transformed HP Technology Services into a billion-dollar revenue generator with double-digit order growth.
- Pioneered Center of Excellence model driving sustainable revenue growth across indirect channels.
- Received HP Customer Satisfaction Award (2014); CRN Power 100 / Most Influential Women of the Channel (2016).

Oracle Corp. (NYSE: ORCL) | Redwood City, CA | 2008 – 2010

Senior Director, Sun Rapid Solutions & Strategic Alliances

- Served on senior leadership team executing Oracle's \$5B+ acquisition of Sun Microsystems—due diligence, integration, and post-merger go-to-market alignment.

Sun Microsystems (Nasdaq: SUNW) | Menlo Park, CA | 2001 – 2008

Director, Services Deal Team | Client Executive, AT&T Wireless | Strategic Alliance Manager

- Progressed through strategic sales and alliance leadership roles; led enterprise deal structuring and large-account management.

Earlier Career: VP of Sales, eOnline; District Manager & SAP Account Manager, Sun Microsystems; VP of Sales, Exponential Technologies; Global Account Manager, Fujitsu Microelectronics; Head of International Marketing & Sales, Chips & Technologies, Inc.

EDUCATION & BOARD CREDENTIALS

M.B.A., University of Phoenix

B.A., Psychology, Caldwell University

Graduate, Board Fit — KPMG Board Leadership Center

Certificate, Cybersecurity Oversight, Software Engineering Institute, Carnegie Mellon University

HONORS & RECOGNITION

- 50 Women to Watch for Boards (2024) · Exceptional Women of Excellence Award, Women Economic Forum (2024)
- HITEC Member of the Year (2023) · Hall of Fame (2020) · HITEC 100 Award (2009–2010, 2014–2019)
- Latina Style Magazine Top 10 Latina Executive of the Year
- Silicon Valley Business Journal Women of Influence (2020) · Mission Critical Women in Technology (2022)
- Infrastructure Masons 100 Award (2020) · Infrastructure Masons Global D&I Champion Award (2019)
- CRN Power 100, Most Influential Women of the Channel (2016) · Women of the Channel (2014–2015)

PROFESSIONAL MEMBERSHIPS

Hispanic Technology Executive Council (HITEC) · Latino Corporate Directors Association (LCDA)

THOUGHT LEADERSHIP & PUBLIC SPEAKING

- "Building Your Career Community," What Rules!? Podcast for Women of Color (2023)
- "Tech Breakouts: Educating the Next Generation of Builders," L'ATTITUDE Conference, Miami (2022)
- "Innovation Talk: Sustainability Evolution in Data Centers," Schneider Electric (2021)
- "Balance in the Boardroom III — Activating Data Center Diversity & Inclusion," Portman Partners (2021)
- "The Sustainability Evolution: How Data Centers Are Meeting Energy Efficiency Demands," Data Center Dynamics (2020)