RICARDO CIDALE

ricardo@cidale.com · +1 (512) 669-9705 · Austin, TX (relocating to São Paulo)
linkedin.com/in/ricardocidale · Portuguese / English / Spanish (ILR 5) · US, Brazilian & Italian citizenship

REVENUE SYSTEMS | ENTERPRISE ADOPTION | AGENTIC AI | GLOBAL SCALE

People take the path of least resistance. I build commercial systems that make the right path the easy one.

Revenue and operations executive who turns emerging technology into systems people actually use — by finding friction, redesigning the operating path, and making adoption the easier choice. In the AI era that is combination work: country P&L depth, AI-native build, and the connective tissue between them — an E-shaped operator, not a fungible silo. Built and rebuilt revenue engines across internet infrastructure, media systems, telecom SaaS, carrier analytics, and now agentic AI. Founder of Norfolk AI: digital team members (conversational agents) placed into sales, service, and operations workflows — Agent Factory on ElevenLabs Conversational AI, Austin + São Paulo. Hands-on in Cursor and Claude Code. Comfortable reporting into Miami or US HQ. Relocating to São Paulo.

Proof strip: $250M+ P&L · 300+ person teams · LabOne ~$60M ARR · Agile ARR ~$90M · Syntonic Brazil ~10× · U.S. / LatAm / Europe

SELECTED IMPACT

• Norfolk AI: Agent Factory for conversational agents as digital team members, 100% ElevenLabs; BR-PT agents (e.g. Gaspar); live deployments cutting service cost ~30–45% with payback under six months; Austin + São Paulo.
• LabOne / OTT / UUX: Abril carve-out to multi-country SaaS (~$60M ARR, ~220 people, 18 countries); Telefónica multi-country content backend (~$11M+ ARR over a decade); turnaround and sale path to Agile Content.
• Brazil / LatAm build: Compaq consumer PC leadership (passed IBM to #1; Systems LatAm ~$220M / ~300 people); Dell first Brazil factory plan with Bain (planned ~$1B); Wild West Software #1 BR productivity SW by licenses (~$20M), exit to Mitsubishi.
• Country P&L & rebuilds: Syntonic Brazil CRO ~10× to ~$20M/yr; First Orion SVP Sales post-acquisition (~+30% pipeline to ~$22M); Agile TV CCO post $100M deal (ARR ~+60% to ~$90M; ~$18M new contracts; ~$35M pipeline restored).

EXPERIENCE

Norfolk AI — Founder & Managing Partner | 2023 – Present
Building Norfolk's Agent Factory so companies can add digital team members to defined workflows — stack is 100% ElevenLabs Conversational AI (e.g. Gaspar BR-PT). Role design, knowledge bases, CRM/calendar context, supervision, and measured outcomes. Own strategy, product, enterprise delivery, and P&L. Hands-on in Cursor/Claude Code. Austin + São Paulo.

Norfolk Consulting Group — Managing Director | 2022 – Present
Revenue-operations practice: AI analytics, sales frameworks, GTM, and capital strategy across technology and real estate (institutional capital work supporting $40M–$62M+ strategies).

First Orion Corporation — SVP Sales / Managing Director | 2018 – 2022
Post-Syntonic acquisition: rebuilt commercial engine; pipeline ~+30% to ~$22M in 24 months; ~300% growth in customer acquisition via partner motions. Carrier GTM on scam/spam with ANATEL/PROCON catalyst.

Syntonic — CRO / Managing Director, Brazil | 2017 – 2020
Brazil transition after Zenvia asset deal; renegotiated telco and content contracts; ~10× revenue run-rate to ~$20M/yr. Built and coded content LTV forecasting as the operating core.

Agile TV — Chief Commercial Officer | 2016 – 2017
Post $100M UUX–Agile deal: rebuilt enterprise trust across Europe and Latin America; ARR ~+60% to ~$90M; ~$18M new contracts in 12 months; restored ~$35M qualified pipeline.

LabOne / OTT Networks / UUX — CEO & Chairman | 2003 – 2016
Turned around LabOne to multi-country SaaS (~$60M ARR / ~220 people); Telefónica consortium hub across ~18 countries; UUX turnaround to profitability and sale path to Agile Content.

RealNetworks — VP Sales, Media Systems | 1998 – 2003
Americas + select Europe enterprise media/infrastructure sales through downturn; ~$100M run-rate responsibility.

Dell / Compaq / Wild West Software | earlier
Dell: first Brazil factory plan with Bain (planned ~$1B). Compaq: Brazil/LatAm consumer PC (#1 vs IBM) and Internet Division; Systems LatAm ~$220M run-rate. Wild West: #1 BR productivity software; sold to Mitsubishi.

EDUCATION

MBA — Syracuse University, Whitman · MLS Corporate Governance — IBMEC, Rio de Janeiro
M.S. Structural Engineering & B.S. Civil Engineering — Texas A&M University

BOARD / MENTORING

Prior boards: Automatos, Bematech, GEMCO, Solvo. Mentor/judge: MassChallenge Texas, Capital Factory. Advisor: Voistön AI (São Paulo). Venture Partner: Synapse Ventures.