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www.linkedin.com/in/paulohl
(LinkedIn)
www.pauloleocadio.com/ (Portfolio)
zinnia.holdings/ (Company)

Top Skills

Higher Education
Higher Education Research
Higher Education Accreditation

Languages

Spanish (Native or Bilingual)
English (Native or Bilingual)
Portuguese (Native or Bilingual)

Certifications

AWS for DevOps: Security,
Governance, and Validation

AWS DevOps: Continuous Docker
Deployment to AWS Fargate from
GitLab

Putting ITIL® into Practice: DevOps
for ITIL® Practitioners

DevOps Foundations: Monitoring
and Observability

Change Management: Plan on a
Page

Honors-Awards

CSS Outstanding Team Award –
Daylight Savings Time Solution,
2014

Microsoft Circle of Excellence,
Platinum Club 2001

Microsoft Americas MVP Award,
2010

Microsoft Gold Star Award, 2003
Microsoft Gold Star Award, 2007

Publications

Paulo Leocadio

From Engineering to AI Researcher | Author | Digital Transformation
Architect | Science-Driven, Globally Proven | Microsoft Alumni
Fort Lauderdale, Florida, United States

Summary

I build infrastructure, not trends. And I lack patience for low-entropy emotional exchanges.

With 40+ years in engineering, AI, and cloud transformation—including two decades at Microsoft—I lead with experience that compounds, not decays. Today, I write, research, lecture, and advise governments and enterprises on how to deploy AI where it matters most: at scale, in the real world.

From authoring books on Hugging Face Diffusers to leading USTDA-sponsored digital government initiatives, I've architected AI-first solutions across 30+ countries—bridging cloud infrastructure, public-sector transformation, and data-driven policy at the highest levels.

I've directed multimillion-dollar P&Ls, integrated global engineering teams, and helped build systems resilient enough to serve millions. I now dedicate my work to enabling meaningful AI—not performative dashboards, not buzzwords—AI that empowers people and reshapes institutions. Today, I answer what is next for AI.

If you're looking for strategic clarity, field-proven innovation, or an author who still writes code—let's connect.

Experience

Zinnia Research Labs
10 years 9 months

Researcher | Author | Data Scientist | Engineer | Digital Transformation
Expert
May 2015 - Present (10 years 9 months)
South Florida

As a forward-thinking technologist and academic, I am passionately dedicated to driving innovation in the realm of Digital Transformation, Artificial

Microsoft Solutions Framework
(MSF) Risk Discipline v1.1

Microsoft Operations Framework 3.0

Artificial Intelligence Data Drive
Marketing

Mastering AWS Cloud: Cloud
adoption using the AWS cloud
computing ecosystem (English
Edition)In

NAVIGATING PROTOTYPING
EXCELLENCE: A
COMPREHENSIVE FRAMEWORK
INTEGRATING TECHNOLOGICAL
FEASIBILITY, MARKET
RESEARCH, RESOURCE
ALLOCATION, AND ITERATIVE
DESIGN PROCESSES

Patents

OneCloud Operations Framework
sculpIT

Intelligence, Machine Learning, and Cloud Technology. My journey is a fusion of pioneering research, cutting-edge technology adoption, and collaboration with governments and municipalities worldwide.

Academic Exploration and Scholarly Contributions:

My career is anchored in rigorous research and academic exploration. I am committed to uncovering the limitless potential of AI, ML, and Digital Transformation for the betterment of society. My efforts have culminated in a portfolio of scholarly publications that delve deep into the complexities and possibilities of these transformative technologies. Through these publications, I aim to contribute valuable insights and practical knowledge to the global academic community.

Pushing the Boundaries of Technology:

Beyond the theoretical realm. I am a firm believer in the power of advanced technology to reshape the future. With a seasoned team of software engineers, solution architects, and developers, we craft state-of-the-art solutions, fostering Cloud adoption and paving the way for AI and ML integration. Our focus is on designing Smart Cities and facilitating eGovernment initiatives that make a tangible difference in the lives of citizens.

Key Areas of Expertise:

AI & Machine Learning: Pioneering research, modeling, & implementation of AI and ML solutions.

Digital Transformation: Crafting transformative strategies and solutions for governments and municipalities.

Cloud Technology: Advocating for and enabling the seamless adoption of Cloud Computing.

Scholarly Pursuits: A relentless commitment to publishing articles and findings on cutting-edge technology and its applications.

Analytics & Big Data: Harnessing the power of data for informed decision-making.

Solution Architecture: Building robust and scalable architectures to meet the complex needs of modern organizations.

Founder | Consultant | Engineer

May 2015 - January 2017 (1 year 9 months)

South Florida

Journal of Business and Economic Development
Editorial Board Member - Science Publishing Group
October 2024 - Present (1 year 4 months)
New City, New York, United States

Advise on journal policy and scope
Review submitted manuscripts,
Attract new authors and submissions
Promote the journal among your colleagues and peers.

sculpIT fitness
Co-Founder
June 2015 - Present (10 years 8 months)
Fort Lauderdale | São Paulo

sculpIT.XYZ: Innovating for a Better Life

Founded in 2015 as sculpIT Fitness LLC, sculpIT began as a visionary platform connecting fitness professionals and clients, revolutionizing the personal training segment through cutting-edge technology and applied sciences. Today, sculpIT has evolved into sculpIT.XYZ, an umbrella company with a bold mission: to acquire, build, and invest in innovative companies across diverse industries that enrich and improve lives.

Our vision extends far beyond fitness. At sculpIT.XYZ, we are committed to fostering growth in industries that matter most—fitness, wellness, life sciences, biotech, computer sciences, and more. By leveraging expertise in technology, data sciences, and entrepreneurial innovation, we aim to create transformative solutions that address real-world challenges.

Our Journey and Values:

From Vision to Impact: Starting as a technology-driven solution for fitness professionals, we have expanded our horizons to explore opportunities in fields that shape the future of human well-being.

Technology at the Core: With deep roots in cloud computing, seamless digital communication platforms, and data analytics, we focus on developing scalable, user-centric solutions that deliver exceptional value.

Purpose-Driven Innovation: Every venture we undertake or invest in is aligned with our core belief in making lives better through science, technology, and creativity.

Our Scope:

We actively seek opportunities to partner with forward-thinking companies and startups, providing the resources, expertise, and strategic direction needed to unlock their potential. From smart solutions for urban living to advancements in life sciences and biotech, sculptIT.XYZ is dedicated to transforming ideas into impactful realities.

Join us as we redefine industries and lead with purpose. sculptIT.XYZ—
Empowering Innovations for a Better Tomorrow.

Athari

Technical Advisor and Shareholder to Athari Recruiting
September 2023 - October 2025 (2 years 2 months)

Empowering Diverse Talent through Data-Driven Innovation

Passionate about reshaping the future of recruitment, I am honored to serve as a Technical Advisor at AthariRecruiting.com, a forward-thinking organization dedicated to revolutionizing the way we source, nurture, and place top-tier candidates.

Our mission: To drive diversity, equity, and inclusion through a culture-centric and data-powered approach.

Our Vision:

At AthariRecruiting.com, we don't just find candidates; we unlock hidden potential. We're not in the business of merely shuffling diverse talent around; we're committed to creating a more inclusive workforce by upskilling and reskilling candidates, ensuring they thrive in their ideal roles. Our team of experts is relentless in uncovering hidden talents, matching them with the perfect opportunities, and fostering growth.

My Role:

As a Technical Advisor and Shareholder, my primary responsibility is to spearhead the development and implementation of cutting-edge evaluation tools tailored specifically for software engineers, to craft innovative solutions that assess and identify top software engineering talent, enabling our clients to make informed decisions and build high-performing, diverse tech teams.

Join Me on Our Journey:

I invite you to join me on this exciting journey as we redefine recruitment, challenge the status quo, and pave the way for a more inclusive and integrated

workforce. Let's connect, collaborate, and make a meaningful impact in the world of talent acquisition.

I am Number Four | Let's Connect

#RecruitmentInnovation #DiversityandInclusion #TechTalent
#DataDrivenSolutions #CultureCentricRecruitment #SoftwareEngineering
#Upskilling #Reskilling #AthariRecruiting

Rice University Center for Career Development
STEM PhD Candidates Mentor
October 2024 - September 2025 (1 year)
Houston, Texas, United States

As a Mentor at STEM Muse, I have the privilege of guiding grad students in STEM fields through one-on-one mentorship sessions, facilitating monthly meetings to provide career advice and support, helping mentees connect with industry professionals for networking opportunities.

Leadwave.ai
Advisor to Leadwave.ai Executive Board
August 2023 - September 2025 (2 years 2 months)
Austin, Texas, United States

As a Strategic Advisor to Leadwave.ai, a cutting-edge technology company specializing in B2B business connections, I am working with their leadership to driving strategic initiatives aimed at fostering investor engagement and reinforcing the company's position as an industry pioneer and leader. Built on advanced Artificial Intelligence (AI) and Machine Learning (ML) technologies, Leadwave.ai is dedicated to simplifying and optimizing B2B interactions. I am collaborating with the leadership team to conceive a suite of strategic investor ready tools, to showcase the company's AI and ML-driven solutions. My goal is to support Leadwave.ai's mission to revolutionize the way organizations connect and grow in today's dynamic marketplace through innovative AI-powered technology.

#StrategicAdvisor #AI #MachineLearning #B2BConnections
#InvestorEngagement #BusinessGrowth #LeadwaveAI #TechnologyInnovation
#ArtificialIntelligence

MasterRemote
Advisor to Master Remote Founders
September 2021 - December 2021 (4 months)

Brazil

During my short engagement with MasterRemote, a Brazilian startup that offers its own in-house developed robust enterprise network monitoring system, I assessed potential initiatives to enhance market visibility and explore potential acquisition opportunities.

OneCloud, LLC

Co-Founder & Board Member

October 2015 - March 2020 (4 years 6 months)

Miramar, FL

OneCloud™ Management Framework, IT services management operations framework conceived and developed for the Cloud IT.

Spectrum Brands, Inc

Head of Information Technology

February 2017 - September 2019 (2 years 8 months)

Miami/Fort Lauderdale Area

In my role as Head of Technology for the Latin America region at Spectrum Brands, I spearheaded a transformative era of technology innovation & operational efficiency. Over a dynamic three-year tenure, my leadership was pivotal in reshaping the IT landscape across diverse geographies and driving profound change in the organization's digital infrastructure.

Key Achievements:

Operational Excellence: I achieved significant operational efficiencies through streamlined ITSM operations, resulting in cost savings and improved service delivery. With my team we optimized processes and workflows, ensuring that IT services were aligned with business objectives, ultimately enhancing the bottom line.

Team Building and Leadership: As the leader of a regional team spanning different geographies, I fostered a culture of collaboration, innovation, & excellence. Through strategic team-building initiatives and leadership development, I cultivated a high-performing team that consistently delivered results beyond expectations.

Cloud Deployment Success: I spearheaded the successful deployment of cloud technologies across the entire Latin America region. This transformative initiative not only enhanced scalability and flexibility but also ensured

alignment with corporate standards. The migration of hardware and software to these standards resulted in a more agile and competitive IT environment.

My tenure also included a crucial role in leading the region through digital transformation, propelling Spectrum Brands into a future-ready technological landscape. Additionally, I owned and executed the divestiture process for different divisions, with a sharp focus on IT participation, ensuring a seamless transition.

My dedication to excellence, strategic vision, & commitment to operational efficiency have left an indelible mark on Spectrum Brands' IT ops in Latin America. I look forward to leveraging these experiences to drive further success in the dynamic world of technology leadership.

Microsoft

20 years 2 months

Director Support Engineering

September 2013 - May 2015 (1 year 9 months)

Transformational Leader | Visionary Executive | Driving Business Excellence

With over two decades of dedicated service at Microsoft Corp, I have had the privilege of holding pivotal leadership roles that have shaped both the technological landscape and the business realm. My journey is a testament to relentless pursuit, innovation, and a relentless commitment to achieving excellence.

Director of Support Engineering (Sep 2013 - May 2015)

As Director of Support Engineering, I orchestrated regional support engineering operations with a focus on efficiency and effectiveness. My leadership not only ensured the seamless delivery of support but also propelled our team to receive the prestigious CSS Outstanding Team Award for our outstanding contributions to Field Enablement and Daylight Savings Time Solution.

Global Business Support Area Lead

March 2013 - September 2013 (7 months)

Fort Lauderdale, FL, USA

Global Business Support Area Lead (Mar 2013 - Sep 2013)

Stepping into the role of Global Business Support Area Lead, I took the helm of regional technical support and on-site support engineering. My leadership was instrumental in driving excellence in customer satisfaction and service delivery, while also fostering a culture of innovation and continuous improvement.

Director - Commercial Technical Support

May 2011 - March 2013 (1 year 11 months)

Fort Lauderdale, FL, USA - Latin America responsibility

Director - Commercial Technical Support (May 2011 - Mar 2013)

As Director of Commercial Technical Support with a focus on Latin America, I was entrusted with the critical responsibility of overseeing regional business enterprise and partners' technical support operations. Under my leadership, we achieved remarkable success in driving digital transformation, resulting in enhanced customer satisfaction and program management.

Premier Support Area Lead

September 2005 - May 2011 (5 years 9 months)

Fort Lauderdale, FL, USA - Latin America responsibility

Premier Support Area Lead (Sep 2005 - May 2011)

In my role as Premier Support Area Lead, I spearheaded regional Enterprise Support business and operations, elevating our service delivery to new heights. My strategic vision and leadership ensured that we consistently exceeded expectations, leading to my recognition as a Microsoft Americas MVP Award recipient.

Throughout my career, I have been featured in Scholar Magazine for my exemplary leadership style and have consistently demonstrated a deep understanding of complex international operations. My academic and scholarly approach to leadership has complemented my business acumen, resulting in a unique blend of skills that have consistently driven success.

Highlight: 09/2010 Microsoft Americas MVP Award

Recognized for Enterprise Support Revenue Quota Over-achievement, a testament to my unwavering commitment to business excellence.

I am driven by the pursuit of transformative technology and the relentless pursuit of operational excellence. My vision for the future is to continue pushing boundaries, driving innovation, and making a lasting impact in the world of technology and business.

Enterprise Strategy Lead - Microsoft Consulting Services

August 2009 - August 2010 (1 year 1 month)

Miami/Fort Lauderdale Area

Enterprise Strategy Lead - Microsoft Consulting Services (Aug 2009 - Aug 2010)

In the capacity of Enterprise Strategy Lead, I spearheaded the regional Enterprise Architecture business. My responsibilities included envisioning and designing innovative solutions that aligned with digital transformation initiatives. My leadership played a pivotal role in strategic planning, pre-sales, and the delivery of professional services, driving successful program management and integration.

Engagement Manager - Microsoft Consulting Services

August 2003 - August 2005 (2 years 1 month)

São Paulo Area, Brazil

Engagement Manager - Microsoft Consulting Services (Aug 2003 - Aug 2005)

As an Engagement Manager, I assumed the role of program and project portfolio manager for the Public Sector segment. My responsibilities included overseeing complex projects that demanded a unique blend of technical acumen and leadership. My achievements were recognized with Microsoft Gold Star Awards, underlining my commitment to excellence.

Architectural Consultant - Microsoft Consulting Services

August 2002 - August 2003 (1 year 1 month)

São Paulo Area, Brazil

Architectural Consultant - Microsoft Consulting Services (Aug 2002 - Aug 2003)

In my role as an Architectural Consultant, I achieved the highest level of the technical career ladder at Microsoft, becoming one of only 20 Architectural Consultants globally. This accomplishment required a fellowship-level of knowledge in advanced technologies. I was entrusted with pioneering solutions and leading the most strategically vital projects in the Latin American region. My contributions extended worldwide as I shared my knowledge and expertise with consultants in multiple countries.

Senior Principal Consultant - Microsoft Consulting Services

August 2000 - August 2002 (2 years 1 month)

São Paulo Area, Brazil

Scholarly and Technical Contributions:

Throughout my tenure at Microsoft, I maintained a scholar-level knowledge of software development frameworks and methodologies. My unique set of capabilities allowed me to consistently design the right solutions with the right deployment strategy. These solutions were invariably on schedule, under budget, and resulted in the highest customer satisfaction indexes among all Microsoft Consulting Services Practices.

Principal Consultant - Microsoft Consulting Services

August 1999 - July 2000 (1 year)

São Paulo Area, Brazil

Awards and Recognitions:

Microsoft Gold Star Award (03/2003, 03/2007, 09/2009)

Microsoft Chairman's Award (07/2001)

Top WW Consulting (MCS) Practice in Customer Satisfaction (09/1999)

I have consistently demonstrated a deep understanding of both Microsoft and non-Microsoft technologies, leveraging this knowledge to architect and deliver successful solutions. My technical leadership, thought leadership, and expertise are second to none, and my career at Microsoft has been characterized by a relentless commitment to excellence.

Senior Consultant - Microsoft Consulting Services

August 1997 - July 1999 (2 years)

São Paulo Area, Brazil

Interoperability, messaging, project management, and software development frameworks.

Consultant - Microsoft Consulting Services

April 1995 - July 1997 (2 years 4 months)

São Paulo Area, Brazil

Interoperability, messaging, project management, and software development frameworks.

Saga Sistemas

Microsoft Certified Trainer

June 1994 - April 1995 (11 months)

Geo do Brasil

Systems Engineer

September 1993 - June 1994 (10 months)

Interoperability and Messaging..

Instituto Radial de Ensino e Pesquisa

Professor - Computer Sciences

August 1993 - December 1993 (5 months)

Citicomp Engenharia de Sistemas Ltda.

Software Development and Technical Support Manager

April 1991 - October 1992 (1 year 7 months)

São Paulo Area, Brazil

Proprietary POS workstations.

Microtec Sistemas

Hardware Engineer

October 1989 - February 1991 (1 year 5 months)

São Paulo, SP, Brazil

Research, Design, and Development of Intel x86 compatible motherboards and interfaces.

Sid Informática

Product Engineer // Software Engineer

January 1988 - October 1989 (1 year 10 months)

Retail Intel x86 POS devices Product Engineer

Retail applications and peripherals/interfaces handlers (device drivers)

Software Engineer

Biotronik S. Ltda.

Electronic Engineer

May 1987 - December 1987 (8 months)

VLSI and medical devices design

René Graf Com. e Tec.

Support Engineer Intern

January 1986 - December 1986 (1 year)

Industrial processes monitoring and measurement devices

Hengesystems

Hardware Engineer Intern

September 1983 - November 1985 (2 years 3 months)

São Paulo Area, Brazil

Programmable Logical Controllers

Education

Universidade Presbiteriana Mackenzie

Postgraduate Specialization (Lato Sensu), Higher Education · (1981 - 1986)

University of California, San Diego

Graduate Level Professional Specialization Certificate , Big
Data · (2017 - 2018)

Northwestern University - Kellogg School of Management

Post-graduate Certificate, Marketing Excellence

University of Phoenix

Doctor of Management in Organizational Leadership, Information Systems and
Technologies · (2011 - 2013)

Strayer University (VA)

Master of Business Administration (M.B.A.), International Business,
Finance · (2008 - 2011)