

Rodrigo Jr Juntilla

Product & GTM Leader | Growth Strategist | AI-Enabled Business Integration | Fortune 100 to Startups
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EXECUTIVE SUMMARY

Enterprise-tested operator who led **\$8.6B+ global portfolios** at HP across print supplies and commercial PCs, then applied that rigor to **mid-market turnaround** and **AI commercialization**. Builds GTM and governance systems that compress planning cycles, raise share, and de-risk execution. Targeting VP / Sr. Director roles where **Product, GTM, and Operations** converge. Known for converting ambiguity into operating cadence and aligning Product, Finance, and Operations around measurable gates. Comfortable in regulated, multi-region contexts with board-level scrutiny; equally hands-on with AI workflows (LLMs, analytics, decision systems) to harden execution.

SUMMARY OF QUALIFICATIONS

- **Enterprise-Scale Portfolio Leadership:** Directed multi-billion-dollar global portfolios across HP's print supplies and commercial notebook PC categories—delivering sustained revenue growth, strategic blueprint execution, product marketing, and full lifecycle governance, including service extensions such as Instant Ink and anti-counterfeit systems.
- **Executive-Level Strategy & Systems Builder:** Designed and operationalized enterprise planning cadences, analytics engines, and governance models (CRIB, Deconstruct, Alpha, Athena, Akira, Orion) that improved decision velocity by up to 50%. Routinely engaged C-suite and EXEC2/3 stakeholders across HP and OEM alliances to shape roadmaps, investments, and category evolution.
- **Innovation, Commercialization & AI Fluency:** Creator of AdaptOS™—a structured AI GTM and commercialization operating system with five modular components: PRISM (segmentation), GTMx (GTM model fit), Compass (market sizing), CoreMap (strategy mapping), and Atlas (solution design). Early adoption by strategy leaders and product teams seeking scalable commercialization clarity in AI-era environments.
- **Global Leadership & Organizational Capability Building:** Built and led high-performance, globally distributed teams across product marketing, category management, and business integration—directly managing up to 15 HC. Institutionalized strategic planning rhythms, talent development frameworks, and governance systems that accelerated alignment, revenue realization, and operational agility across regional and global portfolios.

WORK EXPERIENCE

HP Inc. - 20 years (1999–2019) | Global Product Marketing & Business Integration

Vancouver, WA | Houston, TX | Germany | Singapore | Philippines

Owned \$8.6B+ portfolio across AMS/EMEA/APJ; P&L accountability (AMS \$4.7B / EMEA \$3.1B / APJ \$850M). Drove #1 share, 15% revenue lift, 10% share gain, 40% faster planning. Led Samsung post-M&A integration, lifecycle/PLM governance (100+ SKUs), pricing/forecasting maturity, and OEM alliance execution with Canon.

- **Sr. Director, Business Integration & Product Marketing Category Management (Global) - 2016–2019**
 - Restructured global consumer print supplies; +15% revenue, +10% share.
 - Institutionalized lifecycle/PLM across three regions; governed 100+ SKUs end-to-end.
 - Stood up portfolio rhythms (MBU, QBR, exec dashboards) cutting cycle time 40%.
- **Director, Product Marketing Category Management (North America) - 2015–2016**
 - Held #1 market position; +3 pts YoY share in commercial notebooks.
 - Orchestrated premium transition & Windows 10 launches; doubled unit growth vs. market.
- **Earlier Leadership Roles (Global/EMEA/APJ) - 1999–2015**
 - **Director, Business Integration & OEM Alliance.** LaserJet supplies; roadmap, funding, and lifecycle governance.
 - **Manager, Regional Product Category Management.** Led \$3.1B (EMEA) and \$850M (APJ) ink portfolios; created CRIB/Deconstruct analytics platforms.

Focus Areas: Global Portfolio Leadership • Product & Category Strategy • Lifecycle/PLM Governance • M&A Integration • OEM Alliance Management • P&L Stewardship • Pricing & Forecasting Analytics • Cross-Functional Execution • GTM Alignment & Operational Governance

True Terpenes - 3 years (2022–2025) | Business Integration & Product Marketing Category Management

Hillsboro, OR

Led enterprise-level product marketing strategy, business integration, and category expansion in a high-growth, regulated B2B/CPG environment. Reported to CEO/CFO; built systems for scalable growth, analytics, and commercialization that delivered sustained double-digit revenue gains.

- +20% YoY growth; launched 100+ SKUs across 7 categories in 4 months.
- Built AI-driven CI/segmentation/market sizing models informing board-level AOP & GTM.
- Institutionalized analytics infrastructure cutting stock-outs –40%, aged inventory –25%, decision latency –50%.

Focus Areas: Product Marketing • Supply Chain Integration • AI Analytics • Category Growth • Operational Excellence

JRVIS.io – AdaptOS™ IP & Licensing - 2020–Present | Principal (Independent Practice, Passive)

Vancouver, WA

Standards/licensing stewardship; passive practice and will go dormant upon full-time placement.

- Built AdaptOS™ from concept to deployable system—an end-to-end, schema-driven AI GTM & commercialization operating system productized as licensable IP and implemented by consulting and enterprise partners.
- Embedded automation for deployable playbooks; partner-implemented.
- Led GTM/Product work for growth companies, applying Fortune-100 operating cadence.

Focus Areas: GTM Design • AI Commercialization • Product Strategy • Organizational Transformation

EDUCATION

- **Stanford University Graduate School of Business & NUS** - Executive Program in International Management
- **Asian Institute of Management** - MBA | International Exchange to Rotterdam School of Management | Top 10%
- **Ateneo de Manila University** - Bachelor of Science in Business Management, Minor in Marketing

SKILLS - Operating Stack: MBUs, QBRs, KPI gates, PLM governance, pricing/forecast hygiene, AI decision systems.

GTM & Product: Product Marketing • Product Management
• Portfolio Strategy • Lifecycle/PLM • Pricing & Forecasting
• Market/Customer Insights

Ops & Delivery: Program/Project Mgmt • Agile/Scrum •
Roadmap Definition • Cross-Functional Leadership •
Stakeholder Alignment • KPI Governance

Analytics & AI: Business Analytics • AI Fluency
(Enterprise Workflows, LLMs, Agents) • Decision
Systems • BI/Dashboards

Leadership: Strategic Thinking • Exec Communication
• Team/Talent Development • Customer Centricity •
Commercial Strategy

CONTINUOUS LEARNING: CERTIFICATIONS & SPECIALIZATIONS

Deliberate, applied learning to complement business leadership with enterprise-grade tech/AI fluency and accelerate GTM and execution—focused on usable methods, not badges. Completed 130+ executive and technical certifications spanning AI, fintech, digital transformation, innovation, and business strategy. Full list: junjuntilla.com/specializations. Select examples:

- **AI for Business, Product Management, Finance, Enterprise Workflows** – Wharton | Duke | UIUC | IBM
- **Strategic Technology Mgt, Fintech, Blockchain, Business & Financial Modeling** – UIUC | Wharton | INSEAD
- **Software Product Management, Full-Stack Software Development, Scrum Master** – Alberta | IBM | Microsoft
- **Cloud Computing, Digital Transformation & Strategic Consulting** – AWS | Siemens | Microsoft | Google | SAP

TOOLS & STACK

Microsoft 365 • Google Workspace • Jira • Asana • Trello • Monday • Figma • Hotjar • Salesforce • HubSpot • Google Analytics • Power BI • Tableau • Major LLMs & AI agents • Web/Mobile: code & no-code