

THE AI SALES ARCHITECT

The system that decides what the **agent should be listening to.**

Media kit for speaking engagements and partnerships. RevOps as the structure, Creator Commerce as one more sales channel.

MEDIA KIT 2026 · SPEAKING & PARTNERSHIPS

CMO Summit · ESPM · EBDI · CNN Brasil



WHO HE IS

From a computer school in Ilhabela to **AI** applied to sales in 11 countries.

Executive with more than 20 years in Revenue Operations, sales and growth. Former CRO of a French technology multinational with R\$700 million in global revenue and 9 thousand employees, led a \$140 million P&L across LATAM operations and helped scale a creator operation from R\$22 million to R\$600 million in revenue. Today he helps companies apply AI inside the commercial operation, with RevOps as the structure and Creator Commerce as one more sales channel.

- Former CRO, Devoteam (€700M global revenue)
- Author, Beyond the Surface
- \$140M P&L, regional LATAM leadership
- Master's in AI Applied to Business
- RevOps professor, Anhanguera graduate program
- Board advisor, Board Club and Open Mind Brazil



FOLD 1, THE OFFER

What you book, who it is **for and what changes afterwards.**

1

WHAT HE DELIVERS

Keynote, team training or consulting on AI applied to the commercial operation, with RevOps as the structure and Creator Commerce as one more sales channel.

2

WHO IT IS FOR

Conferences, sales kickoffs and closed sessions for CEOs, CROs, CMOs and heads of sales, marketing and operations.

3

THE GAIN

The room leaves with a clear criterion for where AI belongs in the sales process and what has to happen in the next 90 days.

FOLD 2, THE PROBLEM

Why this conversation **has to happen now.**

Your company does not have an AI tool problem. It has an application problem.

THE PAIN

The team bought AI tools and nobody can say which one changed a single sales decision.

THE RISK

Without a RevOps structure, every area uses AI its own way and the data stops supporting the forecast.

THE WASTE

Licences paid, agents idle and a sales cycle still running on intuition.

DIGITAL PRESENCE

+118 K

followers across every network.

A presence built post by post, around a thesis, not around one-off virality.

86 mil Instagram · @gabrielpavao.co

31 mil LinkedIn · /in/gabrielpavao

+1 mil YouTube · @GabrielPavaoCo

INSTAGRAM · LINKEDIN · YOUTUBE · TIKTOK



FOLD 3, THE VALUE

What the audience takes **back to the operation.**

Four entry points into the same thesis, always translated into commercial decisions instead of theory.

REVOPS

Growth as a system, not as luck.

AI APPLIED TO SALES

Commercial decisions supported by data, not replaced by it.

CREATOR COMMERCE

How one operation scaled from R\$22M to R\$600M without relying on intuition.

PRODUCTIVITY WITH AI

From buying tools to real application, in sales, marketing and operations.

FOLD 3, THE PROOF

Why this reading holds up.

SPEAKER

CMO Summit Brasil

GUEST LECTURER

ESPM

CERTIFICATION

RevOps, HubSpot Academy

PATENT

Candidate to job matching system (BR102019)

SIGNATURE EDGE

PADI Divemaster

EDUCATION

Master's in AI Applied to Business

PRESS AND TV

Where the thesis **has already circulated.**

PRESS

Valor Econômico

Exame

Mundo do Marketing

Meio & Mensagem

TD, Transformação Digital

ABC da Comunicação

TV

CNN Brasil

BandNews TV

STAGES AND INSTITUTIONS

Rooms that have already hosted the conversation.

CMO SUMMIT

EBDI

CIO RETAIL

CIO FINANCE

FUTURE PAYMENT

B2B SUMMIT

ESPM

FEATURED TALKS

Two formats, **two audiences.**

| CMO Summit Brasil: Beyond the Surface of Attention

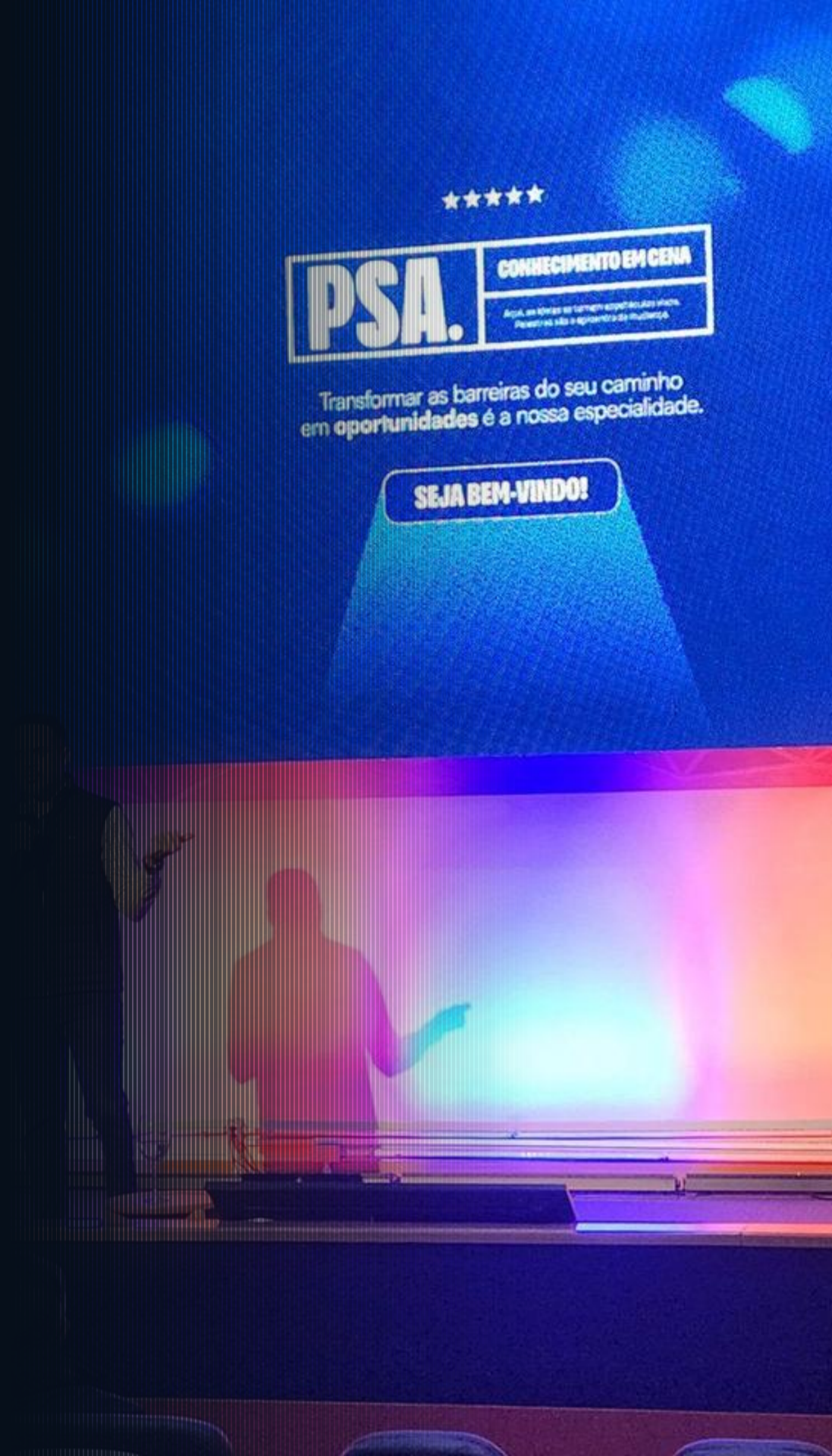
Keynote, São Paulo, Mar/2026

How brands that scale with creators treat attention as an operational asset, not a campaign.

| PSA Immersion: commercial leadership in long cycles

Closed session for sales directors and VPs, Curitiba, Apr/2026

Cadence, predictability and what actually moves the forecast.



HOW TO WORK WITH GABRIEL

Five ways to put this into practice.

IN-PERSON OR ONLINE TALK

The experience that structures the room.

TEAM TRAINING

A shared language applied to daily decisions.

CONSULTING

Diagnosis and architecture of RevOps and AI.

MENTORING

One-on-one sessions for those who decide alone.

NATIVE CONTENT AND AMBASSADORSHIP

Continuous presence, not one-off.



FOLD 4, THE PATH

How it works in practice, in three steps.

1

THE BRIEFING

You share the audience, the goal of the event and the time on stage. One short form.

2

TAILORED SCRIPT

Gabriel adapts the content to your sector and to the team's moment, then sends the script for approval.

3

STAGE AND FOLLOW THROUGH

The session happens and the room leaves with written next steps, ready to become a plan.

The goal is not to explain the whole operation, it is to lower the sense of risk and make the next step easy to understand.



Your company bought AI. Do you already know what to do with it?

Gabriel Pavão applies AI inside the commercial operation, with RevOps as the structure and Creator Commerce as one more channel.

DECISION MADE

Send the event briefing and get dates, format and proposal. Invite to the stage.

ALMOST DECIDED

Still a question about topic, format or logistics? Talk to Gabriel directly. Ask a question.

STILL RESEARCHING

See the topics, the formats and how the keynote fits your event. See how it works.

BUSINESS CONTACT

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