STARTUPS PARTNER DEMAND GENERATION PROGRAM

Walberson Silva

Successfully Completed the AWS PDGR Program – July FY24 Cohort.

The inaugural edition of the AWS Partner Demand Generation Representative (PDGR) Program lasted 3 months, comprising a journey of 16 online sessions totaling 30 hours. The first month focused on AWS Cloud Practitioner Certification preparation, with PDGRs delivering 7-minute weekly presentations on assigned modules, practicing public speaking and active listening skills. Upon obtaining the Cloud Practitioner Certification, the program covered business development sessions focused on the Startup motion, AWS and Partner #OneTeam messaging, an overview of the Latin American startup ecosystem, and Startup Funding Programs. It included identifying migration and generative AI opportunities, check ride preparation, and a check ride evaluation - a panel presentation to AWS leaders to secure commitment for a technical meeting based on the partner and AWS #OneTeam value proposition. The program also involved shadowing and reverse shadowing with AWS teams, and networking with the AWS commercial Startup team.

Led and administered by Michelle Alves, Demand Generation Program Manager at AWS, and curated by Felippe Contopoulos, Daniela Martins, Ricardo Melone, Diego Hernandez, Alfonso Amat, Arthur Rabelo, Eduardo Soldani, Carlos Ordonez, Phelipe Fabres, and Eneias Moreira, Field Enablement Effectiveness Lead, Partner Success Managers, Business Development Managers, Cloud Sales Center Latin American Leader, Solution Architect Leaders, and Partner Solution Architect.

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aws startups

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