

Bleeding Blue: Madhu Bramharouthu's Intel Journey

A feature article for Intel's internal communications site.

Madhu Bramharouthu is the DCAI Category Americas regional director, responsible for DCAI business, including designs and deals within North and South America. He works with OEM account teams to ensure the company has the right designs in the pipeline to generate future revenue, including Xeon processors and accelerators like Gaudi.

Madhu also ensures internal and external communications are effective to meet revenue goals in the overall Americas region. Madhu earned his Mechanical Engineering degree from Osmania University, then moved to the United States for his master's degree in computer science at California State University Northridge and an MBA in Technology Management. Inspired by his older brothers, Madhu has pursued various roles at Intel, from engineering to technical marketing, where he excelled in simplifying technology for customers. After 20 years in the Data Center business unit, he moved to sales and marketing in 2017, redefining his role to support SMG sellers. He values continuous learning and has changed roles frequently to keep challenging himself. Madhu is known for his optimistic outlook, people-centric approach, and leadership philosophy based on trust and innovation.

Outside of work, Madhu enjoys hiking and plans to hike Mount Everest Base Camp during his sabbatical in Oct 2024. He lives in Portland with his wife, Gayatri and two children, Abhinav (25yrs) and Deetya (20 yrs old). His son, Abhinav, follows his path, working as a data scientist, and his daughter, Deetya, plans to pursue a career as a dentist.

An Early Love for Intel

"I grew up in an age where computers were just happening and Intel was the company where everybody wanted to work," Madhu remembers. "Intel IS the Silicon Valley."

The ninth of eleven siblings, Madhu always wanted to be like his older brothers. Several of his brothers grew up to be engineers or doctors, leaving him with high aspirations. "I wanted to be a techie," he said, "working at Intel was my dream."

After studying mechanical engineering in India, he made the move to America on a student visa at 23 years old to complete his master's in computer science. Madhu found a home in Portland, but now five of his eleven siblings live in America. "We're all spread," he laughed. Two siblings are based in LA, one is in Austin, and one found their way to the East Coast in New York.

Career Journey

Upon graduation, Madhu started working for a startup company in the Bay Area, near Intel. In 1996 Madhu joined Intel as an engineer. "I did work as an engineer for three years," he said, "then given my expertise and my personality, I thought I would be better off in Technical Marketing. That was my strength; to speak about technology in a very simple way so people can consume."

Madhu had various technical marketing roles in his career, including product marketing and developing defining systems. Gradually, his roles became more intertwined with customer relationships. “I talked to the customer, and then we brought the product to life.”

For the first twenty years of his time at Intel, Madhu operated within the Data Center business unit. In 2017, he joined the Sales and Marketing organization. “I changed my career trajectory completely,” he recalled. As he transitioned from his cherished role as a technologist to platform technical sales lead, he was tasked with defining his role. He built himself a network of advisors within the field and established his role in a way to best serve the SMG sellers.

Delivering Value

“There is so much to be done at Intel,” Madhu said. He changed roles on average every 2.5 years. “I wanted to learn. I embody the culture of learning, so I took new roles so I could continue to learn and deliver value to the company in new ways.”

Madhu believes if he becomes comfortable with his role, he isn’t giving his full potential to Intel. He aspires to constantly put himself in situations where he can learn from his experiences. “The best thing about Intel is the people are really smart, and they want to help you learn.”

Keeping an Optimistic Outlook

Madhu’s biggest motivator throughout his career has been the people he interacts with along the way. “I love people,” he notes, “that’s why I’m in sales!”

When it comes to leadership philosophy, he incorporates his optimistic outlook with trust. Madhu believes the best innovations happen when employees are not constrained.

Bleeding Blue

“My dream was always to work for Intel. I worked hard for that blue badge,” Madhu states, referring to his long love of the company. “My retirement day is the day I relinquish that blue badge.”

Madhu is a believer that there are plenty of other employees that share his loyalty. “We bleed blue,” he joked. He reflected on turning down calls to work for Intel’s competitors, calling Intel home. “Once I joined Intel, I loved the company. I never want to do anything else. I bleed blue.”