George F Demarest
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To Whom It May Concern,

This document serves as a cover letter to my attached resume for the purpose of applying for a new position and starting the next phase of my career.

During my time at Oracle, I've managed numerous major global initiatives and worked on some of the company's most visible marketing campaigns, events, content and media. This includes:

- Successfully executing global launches of Oracle 9i, Oracle Database 10g. At the time, Oracle marketing executives (Jeremy Burton, Mark Jarvis) called the 9i launch the best that Oracle had ever done.
- Authoring reference positioning materials for Oracle 9i, 10g, Oracle Grid Computing, Oracle Information Architecture, Oracle Fusion Architecture, Oracle Next Generation Data Center and Cloud Computing.
- Managing all aspects of the creation of executive keynotes (slides, demos, videos, creative) for Oracle's top executives including Chuck Rozwat (EVP), Charles Phillips (President), Jeff Henley (Chairman) and Mark Sunday (CIO).
- Introducing numerous promotional innovations that are now mainstream at Oracle such as the Oracle Mini-Theater, Oracle Promotional CDs (Enter the Grid), technical flash animations (RAC, ASM, Grid Computing), integrated keynote videos and staging.
- Keynoting for numerous corporate, partner and field events: Oracle Tech Days, Oracle OpenWorld, Architecture of the Future, Cisco Data Center of the Future.
- Creating and managing a Product Marketing team and directing the day to day marketing of one of the industry's iconic products and greatest revenue producers (Oracle Database).

I have specialized in cross-product marketing and technology architecture over the last 7 years and have a working knowledge of Oracle Applications, modern data center operations and Cloud Computing infrastructure.

I'm a very positive individual and can navigate the most difficult and stressful situations with calmness and good humor. I am an energetic and persuasive speaker and know how to get people excited and interested. I have worked on some of the most difficult positioning and messaging challenges at Oracle (e.g. Grid/Cloud Computing, Oracle Information Architecture, Fusion Architecture, Green IT). Known for my creativity, I'm often called upon to add humor, gravitas, or compelling visuals to a script, video or a slide set. I am also a consummate editor and can quickly get to the bottom of problematic messaging or positioning.

While I am satisfied with my past achievements, I feel that the real masterpiece of my career lies ahead of me.

Thank you for your consideration,

George Demarest

Select Marketing Content by George Demarest

Presentations:

2012: Maximizing the PeopleSoft Experience (PSFT on Engineered Systems)
2011: Oracle, The Cloud, The Universe and Everything customer facing cloud strategy
2011: Alien Archeology "viral video"
2010: NAS Sales Kickoff Cloud Computing internal cloud sales strategy
2009: 6 Habits of Highly Successful Data Centers - for Next Generation Data Center campaign
2009/2010 Oracle Cloud Computing Forum Event Kit Materials
LinuxWorld 2008 keynote: Next Generation Data Center (Mark Sunday - Ed Screven)
OW 2007 keynote: 30 Years of Innovation (Phillips-Rozwat)
Oracle Information Architecture 2006 Keynote: CIO Event - authored and presented
Oracle Information Architecture 2006 ISV Forum Keynote - authored and presented
OW 2005 keynote: The Fusion of Modern Architectures (Rozwat)
Architecture of the Future - 2005 - created content and keynoted in all regions
Oracle Tech Day 2005 Integration Keynote - authored and presented
Oracle Tech Day 2004 Grid Keynote - authored and presented
OW 2004 keynote: Welcome (Henley-Phillips)
OW 2004 Shanghai keynote: Creating Corporate Value - Information Matters (Phillips)
OW 2004 keynote: Working on the Grid (Rozwat)
OW 2003 keynote: Journey to the Center of the Grid (Rozwat)
OW 2002 keynote: Infrastructure Jeopardy (Jacobs, Kurian, Mendelsohn)

Documents and articles:

2008 - updated Grid business whitepaper
2006 - Oracle Fusion Architecture Technical White Paper (Q. Why would they ask a marketing guy to write this?!)
2006 - **Columnist for Oracle Magazine**: Information Matters
   volume 1 The Luxury or Architecture
   volume 2 Zen and the Art of Information Part I (Data Quality)
   volume 3 Zen and the Art of Information Part II (Data Hubs)
   volume 4 Of Secrecy and Identity (Security)
   volume 5 Work and Play (Business Intelligence)
   volume 6 Stronger Measures (Systems Management)

Videos and animations

2005 T-Vox/Direct One Business Scenario videos - I developed the storyline, wrote and edited the script for a set of videos that appeared in Rozwat, Wookie and Phillips keynotes at OOW 2005

Rozwat vidoes
Wookie videos

2003 Grid technical animations These animations were the first of their kind for Oracle and illustrated technical concepts. They appeared in Rozwat's grid keynote, Oracle Tech Days, a promotional CD "Enter the Grid" (also the first of its kind at Oracle). Newer, slicker animations are now common at Oracle, but these were the first.

Grid animation
ASM animation
RAC animation