George F Demarest

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Profile

Over 25 years of experience in the information technology industry including more than 15 years of technology product marketing. Highly creative and productive individual with strong leadership, management, presentation and communication skills. Proven ability to manage large scale, global marketing initiatives and to create high-impact, differentiated market messages and events. Unique ability to derive customer benefits and marketing strategy from aggressively maintained technical and market knowledge.

Knowledge Disciplines

Marketing	Technology
• Corporate and cross-product marketing	• Grid/Cloud Computing and SaaS
• Enterprise software marketing	• Data center strategies and technologies
• Executive keynote design and execution	• Technology architecture
• E-marketing techniques and content creation	• Online transaction processing and database
• Technical and business presentation	• Server clustering and virtualization

Professional History

Oracle Corporation, Redwood Shores, CA   July 1999 - present
Senior Director of Technology Marketing, Oracle Worldwide Marketing

- Directed and authored marketing strategy and messaging for Oracle cross-product and IT architecture initiatives including Grid/Cloud Computing, Software as a Service (SaaS), Data Center best practices and Green IT
- Designed and executed high profile executive keynote presentations including content creation, creative, demo design, video scripting and production. Clients include Oracle Chairman, Oracle President, CIO, EVP of Development, et al.
- Directed press, analyst and customer facing promotional activities and messaging for one of the industry's largest revenue producing software products (Oracle Database)
- Executed highly successful, global launches of Oracle9i, Oracle Database 10g and Oracle Grid Computing
- Developed messaging and drove key global marketing campaigns for Oracle technology products and initiatives (Grid/Cloud Computing, Oracle Next Generation Data Center, Oracle Fusion Architecture, Unbreakable, et al)
- Managed large team of marketing professionals, including international and matrix organizations
- Frequent Oracle keynote speaker, and official Oracle corporate press spokesman for Oracle Grid/Cloud Computing and Green IT

SCO, Inc., Santa Cruz, CA   **1996 - 1999**

Manager of Technical Marketing, UNIX Systems Marketing

- Managed all aspects of product life cycle from introduction through end of life for UnixWare 2 and UnixWare 7 (from $0 to $40 million annual sales)
- Lead product marketing strategy and tactics for clustering, user interface, development systems and Java
- Interfaced with press, analysts and major accounts on product roadmaps, strategies and technologies
- Defined market requirements for, and co-designed, the UnixWare 7 Webtop
- Created marketing collateral (sales presentation, white papers, data sheets, etc.) for UnixWare 7, Clustering, et al

Novell, Inc., Florham Park, NJ   **1992 - 1996**

Product Marketing Manager, UNIX Systems Group/Operating Systems Division
- Responsible for product definition, brand awareness, demand generation and sales support for UNIX products.
- Delivered executive briefings on Novell UNIX, Tuxedo and networking strategies and technologies.

Area Technical Specialist/Senior Systems Engineer, Systems Engineering Division
- Trained Novell's Eastern-U.S. regional sales force to market and sell UNIX/Tuxedo solutions.
- Created and delivered technical and marketing presentations and other materials for reseller and customer audiences.

Technical Marketing Manager, UNIX Systems Group/Univel
- Established an ISV engineering group to aid in the development and marketing of ISV solutions
- Created white-papers and other technical collateral aimed at software developers and integrators.

Unix System Laboratories, Summit, NJ   **1990-1992**

Software Engineer/Systems Engineer, ported, developed and executed automated test programs and utilities for UNIX SVR4.2 and SVR4.2MP systems.

AT&T Bell Laboratories, Middletown, NJ   **1985-1990**

Software Engineer/Modem Network Designer; designed modem networks and network management environments for integrated product testing processes.

Systems Analyst/Tool Developer; developed test tools for UNIX-based network management system (NMS).

Application Developer/Systems Analyst; developed modules for integrated UNIX/DOS office automation application (AT&T Office TeleSystem).

Education

Brooklyn College, Brooklyn, NY   **1986**

Bachelor of Science, Computer and Information Science

Bell Labs Academy of Computer Science and Engineering, Murray Hill, NJ   **1985 - 1991**

Coursework: UNIX System Internals, UNIX networking, etc.