

# George F Demarest

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## Profile

Over 20 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

- Corporate and cross-product marketing
- Enterprise software marketing
- Executive keynote design and execution
- E-marketing techniques and content creation
- Technical and business presentation

### Technology

- Grid/Cloud Computing and SaaS
- Data center strategies and technologies
- Technology architecture
- Online transaction processing and database
- 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, (contracted by CCM Associates, Caldwell, NJ)**

- Ported, developed and executed automated test programs and utilities for UNIX SVR4.2 and SVR4.2MP systems.
- Performed extensive debugging on various UNIX subsystems for SVR4.2.
- Debugged and tested networking, file system and port monitors for SVR4.2MP.

## **AT&T Bell Laboratories, Middletown, NJ**

**1985-1990**

### **Software Engineer/Modem Network Designer, (contracted by Princeton Information, Ltd., NY, NY)**

- Designed modem networks and network management environments for integrated product testing processes.
- Aided in lab design for integrated modem network/network management testing facility.

### **Systems Analyst/Tool Developer, (contracted by Princeton Information, Ltd., NY, NY)**

- Developed test tools for UNIX-based network management system (NMS).
- Administered source code control for NMS development environment.
- Devised test plans, release notes, test specifications and test procedures for integration cycle of NMS releases.

### **Application Developer/Systems Analyst, (contracted by Princeton Information, Ltd., NY, NY)**

- Developed modules for integrated UNIX/DOS office automation application (AT&T Office TeleSystem).
- Adapted, developed and administered an automated testing tool for UNIX application regression testing.
- Developed a method for automated load/stress and performance tests for UNIX applications.

## Education

**Brooklyn College, Brooklyn, NY**

Bachelor of Science, Computer and Information Science

**1986**

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

Coursework: UNIX System Internals, UNIX networking, etc.

**1985 - 1991**

## Other Skills

- Fluent in Spanish
- Digital photography and video production
- Active professional musician
- Soccer and fitness