

George F Demarest

8465 Pharmer Road • Gilroy, CA 95020 • g_demarest@yahoo.com • 408-842-1282

Profile

Veteran information technology professional with over 15 years of product and solutions marketing experience. Highly creative and productive individual with strong leadership, management, presentation and communication skills. Proven track record of managing large scale, global marketing initiatives and matrixed teams to create high-impact, differentiated market messages, content, product launches and events. Unique ability to derive customer benefits and marketing strategy from aggressively maintained technical and market knowledge.

Knowledge Disciplines

Marketing

- Corporate, product and solutions marketing
- Content strategy, design and creation
- E-marketing/Social marketing techniques
- Executive keynote design and execution
- CIO/CXO messaging and marketing

Technology

- Grid/Cloud Computing and SaaS
- Big Data analytics, Enterprise PaaS
- Data center strategies and technologies
- Online transaction processing and database
- Server/Database clustering and virtualization

Professional History

EMC Corporation, Santa Clara, CA

July 2012 - present

Senior Director of CIO and Big Data Marketing, Global Solutions Marketing

CIO Marketing, Corporate and Executive Messaging

- Directs messaging and marketing strategy for CIO-facing content, research, events and media
- Drives conceptualization, content development and market research strategy for primary CIO research working with The Economist Intelligence Unit, IDG/CIO Magazine and Forbes BrandVoice
- Authors and presents EMC Strategy and Big Data pitches for the EMC Executive Briefing Center
- Content creation, agenda development and executive preparation for CIO/CXO facing events including EMC CIO Summits, XtremIO Launch, Evanta CIO events, EMC field events

Big Data Marketing

- Responsible for integrated messaging strategy for EMC Big Data analytics and management solutions
- Directs solutions marketing ("gold master" messaging, presentations, social marketing, sales playbooks) for Big Data offerings from EMC federation partners: EMC, VMware and Pivotal
- Directs social listening (traackr, sysomos, hootsuite, google, etc) and marketing activities (twitter, blogs, et al) across Cloud (@EMCcloud), Big Data (@EMCbigdata) and CIO (@EMCCIOConnect)

Oracle Corporation, Redwood Shores, CA
Senior Director of Technology Marketing, Oracle Worldwide Marketing

July 1999 – April 2012

- Directed and authored marketing strategy and messaging for Oracle cross-product initiatives including Grid/Cloud Computing, Software as a Service (SaaS), Enterprise Architecture and Data Center best practices
- Designed and executed high profile executive keynote presentations including content creation, creative, demo design, video scripting and production. Clients include Oracle Chairman, President, CIO, Development EVP
- 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 global marketing campaigns for Oracle technology products and initiatives (Grid/Cloud Computing, Oracle Next Generation Data Center, Oracle Fusion Architecture, Oracle Unbreakable)
- Managed large team of marketing professionals, including international and matrixed organizations
- Frequent Oracle keynote speaker, and official Oracle corporate press spokesman for Oracle Grid/Cloud Computing and Green IT

SCO, Inc., Santa Cruz, CA
Manager of Technical Marketing, UNIX Systems Marketing

1996 - 1999

- Managed all aspects of product life cycle 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 presentations, white papers, data sheets, etc.) for UnixWare product line

Novell, Inc., Florham Park, NJ
Product Marketing Manager, UNIX Systems Group/Operating Systems Division

1992 - 1996

Unix System Laboratories, Summit, NJ
Software Engineer/Systems Engineer

1990-1992

AT&T Bell Laboratories, Middletown, NJ
Software Engineer/Modem Network Designer, Systems Analyst/Tool Developer

1985-1990

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