

VERONICA VEROULIS

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SUMMARY

Versatile Marketing Manager with communication, partnership and media experience supporting key sales and marketing at high tech enterprises and start-ups.

HIGHLIGHTS

- Integrated and Multi-Media Marketing
- Industry Media Influencer
- Competitive Use Case and Value Props
- Excellent Written and Verbal Communicator
- Go-to-market Strategy
- Partner Onboarding and Training

Technology: Cloud, Big Data, Database, Virtualization, Analytics, Data Security, E-commerce

ACCOMPLISHMENTS

- Increased mind share by 65%, launching an integrated marketing plan (i.e., content, campaigns, SEO/SEM tools, Website landing pages, targeted emails, events and media outreach).
- Driving strategy, awareness, value prop and market adoption lead to positive media reports.
- Influenced perception of Tier 1 industry Analyst's via product briefings, inquiries, consulting days, relationships.
- Managed strategic alliances, co-marketing and product certifications proving product validation and customer adoption.
- Partner training and best practice guides proved a 60% decrease in customer service tickets.

EXPERIENCE

Marketing and Business Consultant (*Manylogic, Dataguisse and Cognilytics*)

2010 —
present

- Create business and marketing plans and product strategies for start-ups
- Drive product launches (NPI) and promoting products via trade shows, forums and symposiums
- Conducting sales presentations and product demonstrations
- Utilizing competitive intelligence to promote product(s) and influence perception
- Developing marketing content for website, social media and tradeshow collateral
- Leading cross-functional teams on company-wide initiatives
- Establishing social media channels to evangelize product or solution
- Maintaining a strong network of industry analysts and media contacts
- Assess partnerships and develop alliances with strategic partners
 - Crafted partner training, ran workshops and partner portal
 - Managed Cloudera CDH4 certification (One of the early certifications)
 - Establish and negotiate partnerships and co-market product messaging
- Utilize customer advocacy to gain customer references and attain customer success stories
- Incorporated lead generation tools (i.e., Salesforce) to provide sales with sales pipeline

Oracle – Redwood Shores, CA

2006 — 2010

Global Analyst Relations Manager

- Created product communication campaigns. Developed messaging strategies and press releases to ensure accurate and timely communications on new product (i.e., server, agile applications, Linux/Solaris, green, life science and health care) intros and roadmaps.
- Built and managed business relationships with key partners, customers and analysts resulting in positive and accurate coverage and message resonance. Continually influenced perception of Oracle products and solutions.
- Lead product marketing efforts at industry events, tradeshow and analyst summits.
- Collaborated with internal and external teams in support of the technologies and solutions, planning and managing projects across multiple geographies.
- Utilized competitive intelligence to place value-add on Oracle products.

dbFabric – San Jose, CA

2002-2006

Product Management/Marketing

- Product strategy, design, testing, POC

Sun Microsystems – Santa Clara, CA

1996 — 2002

Channel Manager, Latin America & Asia

- Promoted joint partner initiatives including marketing programs, value propositions and education.
- Conducted on-site ISO evaluations and certifications for worldwide Sun partners (certified Sun auditor).
- Managed the pipeline of new channel partners and tracked improvements of existing partners.

Technical Account Ambassador, Customer Service

- Assisted in problem resolution, escalation management and account management of complex, integrated hardware/software (i.e., Solaris) solutions.
- Presented technical product and procedural updates to customers, partners and internal technical groups.
- Develop and/or implement new or enhanced solutions, or programs and associated processes to meet emerging customer and partner market needs.
- Identified partners to drive areas of improvement related to customer satisfaction.

Program Manager, Java Compatibility Kit

- Managed product road map, product life cycle and global engineering team. Lead engineering meeting to review bugs and resolve outstanding issues.
- Represented JCK development in cross-functional meetings to communicate product delivery status and new product introduction (NPI).

EDUCATION

B.S., Business Administration

Concentration: Business Information and Computing Systems and Marketing

San Francisco State University