

MARK LEWIS

Director, Product Marketing | Global GTM | Cloud, AI & Infrastructure
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EXECUTIVE SUMMARY

20+ years in enterprise technology with deep expertise across cloud infrastructure, database, and DNS/observability markets. Career progression from enterprise sales to product marketing leadership, currently directing GTM strategy for Oracle's AI Database portfolio. Proven track record leading cross-functional GTM programs at enterprise scale, building and developing PMM teams, and aligning product, sales, and marketing stakeholders across global organizations. Deep experience translating complex technical capabilities into customer value for both technical and executive audiences.

PROFESSIONAL EXPERIENCE

Director, Product Marketing | Global GTM Strategy & Leadership

Oracle | Greater Boston, USA

Nov 2021 - Present

Global cloud technology and enterprise software leader. \$57B+ annual revenue, 160,000+ employees worldwide.

- Orchestrated GTM transformation for the \$17B+ Oracle Database portfolio, shifting from a product-focused to a customer-centric motion.
- Developed AI-powered content and prompting strategy adopted by the global sales org, leveraging an internal AI platform for institutional knowledge and seller productivity.
- Built a persona-based messaging and positioning framework spanning developer to CIO, informing demand gen and field strategies.
- Led GTM strategy and programs across 12 product marketers in four geos, promoting 2 to senior roles and developing others who advanced into leadership across Oracle.
- Built and led a cross-org interlock program connecting 16 senior product, sales, and marketing leaders, eliminating 6 months of misalignment through curated content, focused agendas, and disciplined follow-through.
- Cut 12 product-led sales plays to 6 customer solutions, changing what the company leads with and giving the field a problem-first set it could actually sell.
- Rescued a stalled product differentiation initiative across 8 product teams, cutting scope 60% to prioritize the highest-impact GTM assets and restoring executive confidence.
- Conceived and led global launch briefings reaching 2,300+ attendees across 55 countries, translating new agentic AI capabilities into field-ready sales narratives.

Senior Manager, Product Marketing & Enablement | Cloud Infrastructure

Oracle | London, UK

Feb 2019 - Nov 2021

Oracle Cloud Infrastructure (OCI) division. Oracle's fastest-growing business unit, competing with AWS, Azure, and GCP.

- Built and led a team of 6 product marketers designing OCI enablement programs for 10,000+ sellers across 4 regions, reducing seller ramp time and accelerating pipeline contribution.
- Established an enterprise launch calendar spanning 140+ cloud products, replacing ad hoc launches with a repeatable orchestration framework.
- Contributed to Gartner Magic Quadrant submissions, preparing competitive questionnaires and supporting analyst relations.
- Designed and operationalized a tiered launch framework adopted across the product marketing org to drive consistent GTM planning and execution.

Senior Product Marketing Manager | Cloud Infrastructure

Oracle | London, UK

Jun 2017 - Feb 2019

First dedicated EMEA product marketing hire for OCI, embedded within the regional go-to-market team during early cloud market entry.

- Led EMEA product marketing for OCI region launches, ensuring messaging consistency across enterprise events and customer engagements.
- Developed region-specific competitive positioning and sales collateral that enabled field teams to articulate OCI's differentiation against established hyperscaler incumbents.
- Created content marketing assets (blogs, e-books, email nurture flows) and built SDR/LDR enablement training that shortened new-hire ramp time.

Sales Account Director - Enterprise Accounts | DNS & IP Observability

Dyn | London, UK

Mar 2014 - Jun 2017

IaaS DNS and internet observability provider. ~\$100M ARR, 500+ employees. Acquired by Oracle for ~\$600M in 2016.

- Closed multiple \$1M+ enterprise deals by positioning DNS/IP observability services to Global 2000 CIOs, including Thomson Reuters (\$1.3M, 3-year engagement).
- Managed a portfolio of strategic enterprise accounts across EMEA, building executive relationships and expanding contract value through consultative, multi-product selling.
- Played a key individual contributor role during the growth phase that culminated in Oracle's \$600M+ acquisition of Dyn.

Head of Sales & Marketing | Motion Capture

Synertial | Brighton, UK

Sep 2011 - Mar 2014

Early-stage B2B motion capture startup (<20 employees) serving entertainment, healthcare, manufacturing, and sports analytics.

- Directed global go-to-market as the sole commercial leader, building product positioning, sales collateral, and pipeline from scratch across four verticals with no existing playbook, and owned end-to-end launches including a world-first inertial motion-capture glove.

CORE SKILLS

GTM Strategy | Cross-Functional Leadership | Product Positioning & Messaging | Enterprise Cloud (IaaS, DBaaS) | AI-Driven Content & Enablement | Sales Enablement | Customer Segmentation | Executive Stakeholder Management | Launch Orchestration | Field Readiness | Cross-Geo Alignment | Technical Storytelling

EDUCATION & CREDENTIALS

Pragmatic Product Marketing (PMC III) - Product Marketing, Launch & Enablement

Marketing Analytics MicroMasters - UC Berkeley (edX)

Building and Leading Effective Teams - Columbia Business School

Management Accelerator - Maven

BSc Exploration Geology (2.1 Honors) - University of Wales, Cardiff