

RACHEL BENNETT

Senior Marketing Communications Executive

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Rachel frequently makes connections that others miss. She's meticulous in ensuring messages are consistent and unbiased while skillfully navigating evolving pathways between different corporate objectives. I am always amazed by her technical acumen and depth of understanding.
– Gwen Edwards, Marketing and Partnerships Director, XMOS (an Amazon developer)

PROFESSIONAL EXPERIENCE

ORACLE | *Enterprise IT at the nexus of data innovation*

Marketing Director, Cloud (2019 - present)

Drive external awareness and enable global sales teams with a cohesive story across cloud products and services where it would otherwise be deeply siloed by infrastructure, database, AI, analytics, security, and open source, at a time when Oracle's cloud revenue (IaaS plus SaaS) is up 55% YoY in constant currency, by:

- Developing program to ensure IaaS and PaaS technology's representation in integrated plans that market to Oracle's nine ecosystem partners, including Accenture and PwC.
- Cohesively representing cloud services and products across nine industry and persona priority global campaigns.
- Creating thought-leadership content for sales enablement, SEO/authority pages, and blog editorial resulting in 31% click-through rate to Oracle.com.
- Publishing newsletters distributed to 25k global cloud customers with 18% open rate.
- Developing all communications deliverables for executive vice president, including virtual event collateral accessed 2,500 times increasing mindshare for cloud infrastructure and apps security (scope complete).
- Orchestrating rhythm of business for 100-person team as Chief of Staff to Senior Vice President, Product Marketing (scope complete).

AMAZON | *Alexa Voice Service, AI that powers more than 100 million devices*

Senior Manager, Developer Marketing, Alexa Voice Service (2017 - 2019)

Implemented a marketing plan resulting in 107.6% YoY growth in developer kit unit distribution 2018 to 2019, exceeding goal by 61%, by working across engineering, product management, project managers, and senior leadership:

- Brought to market 20 Alexa reference platforms including solutions from Intel, Qualcomm, and NXP, used in 73 commercial devices with >3M expected additional Alexa endpoints.
- Launched 30 Alexa solution provider co-marketing programs with Cisco, DTS, Sagemcom, Technicolor, and others.
- Raised Amazon's profile in voice AI by authoring developer blog articles; securing speaking opportunities at CES, IFA, and CEDIA; and securing speaking opportunities at industry and customer events.

- Designed a self-service program to scale up reference platform and solution provider launches.

MARVELL TECHNOLOGY | *Semiconductors that transform the cloud, automotive, industrial, and consumer markets*

Marketing Communications Director, IoT (2013 - 2016)

Raised awareness for Marvell in the then-burgeoning Internet of Things (IoT) industry across the markets of consumer electronics, industrial, wearables, automotive, and entertainment:

- Launched five hardware and software products aimed at professional developers and maker-hackers.
- Established strategic media and event relationships resulting in 16 invitations to speak, four complimentary exhibition opportunities, and multiple business development wins.
- Co-ran a crowdfunding campaign of a developer kit, garnering 523% of funding goal.
- Secured developer adoption of an open-source platform to build IoT products in JavaScript.

FINEMAN PR | *Public relations and crisis communications agency*

Group Supervisor (2010 - 2011)

Brought an in-house perspective to the agency and cultivated talent of junior teammates:

- Won new client business, including Imfuna, a property inspection apps developer.
- Secured media coverage for clients, including Harvard Business Review's feature on National Outdoor Leadership School (NOLS), profiling graduates including Netflix founder.

PROLOGIS | *Largest industrial REIT, with distribution facilities at the hubs of global trade*

Director, Media and Public Relations (2004 - 2009)

Raised profile of company (fka AMB Property Corporation) during an unprecedented period of growth and global expansion, through collaboration with founder & CEO, Investor Relations, and global regional leads:

- Created robust global PR program, managing internal and external teams, netting increased share of voice in influential media including CNBC, Financial Times, and Wall Street Journal.
- Secured speaking opportunities, submitted for awards won, and developed winning business proposals resulting in millions of developed and leased square feet.
- Mentored marcomm directors in Asia and Europe, ensuring integrated global programs.
- Developed crisp and dynamic collateral, website, and video content.

EDUCATION

University of California, Berkeley Bachelor of Arts Degree, English Literature

SKILLS

marketing communications, corporate communications, internal communications, field enablement, go-to-market, brand awareness, content development, integrated campaigns