

Larry Wake

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Marketing and technical professional with broad experience in the transformation of IT from islands of automation to integrated agile microservices.

Extremely strong written, verbal, and creative skills. Extensive background in developing messaging and positioning for individual products/technologies or integrated offerings, and then producing and delivering the content to diverse audiences. Strong proficiency with PowerPoint, Word, Excel and other standard applications. Core strengths include:

- Market and competitive analysis
- Customer-facing sales/marketing support
- Social media/community outreach
- Webcast production
- Training development/delivery
- Excellent presentation skills

Experience

Oct 2015 to Present

DEVELOPMENTAL EDITOR / TECHNICAL WRITER

Freelance writer and editor, working on creating original projects, and with other authors to assess and improve materials.

- Reviewed, edited, corrected and contributed new material to books and other documents on a variety of subjects, including programming and system administration
- Reconciled foreign-language materials against proposed translations, proofing for accuracy, voice, audience level, and completeness

Oracle Corporation, Redwood City, CA

Feb 2010 to Oct 2015

SENIOR PRINCIPAL PRODUCT MARKETING MANAGER

Joined Oracle's Platform Business Group as part of the Sun Microsystems acquisition.

- Developed B2B content and campaigns on topics including OpenStack, security, developer tools, and deployment technologies
- Produced/wrote/emceed webcasts covering both high-level and technical product positioning, introducing Oracle Solaris "enterprise cloud" IaaS / PaaS capabilities
- Grew Oracle Solaris' visibility in social media, including expanding the Oracle Solaris YouTube channel into a showcase of product insight and in-depth technical content. Principal author and coordinator of the Oracle Solaris blog
- Created multimedia collateral including presentations, infographics, videos, learning modules for the Oracle field, and e-books

Sun Microsystems, Menlo Park, CA

Feb 2001 to Feb 2010

GROUP MANAGER, SOLARIS STRATEGIC MARKETING

As lead of a team of experienced product professionals, contributed to building UNIX and Linux strategy for Sun, including marketing plans based on industry / portfolio analysis.

- Partnered with direct field sales, channel sales, OEMs, and myriad ISV partners, including hosting Sun/3rd party field webinars
- Created campaigns designed to introduce Solaris business values, including open source initiatives and bare-metal / OS-level virtualization, to new markets not traditionally addressed by Sun
- Developed and enforced consistent messaging for Solaris to expand footprint and reinforce open source and open systems virtues, including promotion of Solaris on both Sun and non-Sun platforms and our own move to open source development
- One of the most frequently-requested presenters for Sun's Executive Briefing Center, for audiences ranging from C-level executives to technical staff, industry analysts, and press, covering Java, operating systems, enterprise servers, and corporate strategy

Sun Microsystems, Menlo Park, CA

1998 to Feb 2001

PRODUCT LINE MANAGER

Operating systems product manager for Sun Microsystems Computer Company, Sun's hardware division.

- Developed messaging, datasheets, presentations, and other written material to support go-to-market activities/product launches, field events and overall "air cover"
- Helped to define and launch the Solaris Application Guarantee Program, the first such formal compatibility assurance for operating system platforms in the industry, which continues today to accelerate adoption of new generations of Sun/Oracle systems

Sun Microsystems, Menlo Park, CA

Nov 1995 to 1998

SENIOR PRODUCT MARKETING MANAGER

Drove field support of Sun's software portfolio for its worldwide systems sales organization.

Campaign initiatives included:

- Electronic mail and messaging
- High availability solutions and PC interoperability
- The "Raise the Bar" campaign, demonstrating Sun's sustained value over emerging competition in higher-end enterprise computing solutions

Sun Microsystems, San Diego, CA

1989 to 1995

SENIOR SYSTEMS ENGINEER

Presales technical support engineer and technical account manager for the top government/military and education accounts in the San Diego district.

- Led operating system transition programs for the North America Western Sales Area, eventually becoming the global marketing manager for Sun's OS transition efforts

Publications, Awards, and Activities

- *Practical XView Programming*, John Wiley & Sons, 1993, by Kenneth Bibb and Larry Wake
- Foreword, *Oracle Solaris 11 System Administration: The Complete Reference*, McGraw-Hill Education, 2012
- Foreword, *Oracle Solaris 11 System Administration Handbook*, McGraw-Hill Education, 2015
- 2007 award: top presenter for all Sun software products
- 1999 award: “Best of the Best” for competitive strategy and field enablement
- Musician; bicyclist; genealogist