

CHRISTINE LOWE

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WORK EXPERIENCE

8 years of experience in sales, marketing and product management for on-premise and cloud solutions to both B2B and B2C customers, including Fortune 500, enterprise, and mid-market in a variety of industries.

Oracle – Artificial Intelligence Product Suite

Redwood City, CA

Product Manager

February 2017-Present

- Launch six new Artificial Intelligence Apps for Commerce, Marketing, Service, Sales, Human Capital Management, and Enterprise Resource Planning
- Identify and build relationships with strategic partners based on key criteria for early data sharing and early adopter customers, including Moleskine, Art.com, Jo-Ann Stores, and Team Sportia
 - Deliver product presentations to potential customers; facilitate discussions between internal and external stakeholders, business, and technical teams; deploy the product with the customer to ensure post-sale success
- Develop go-to-market content and strategy, including customer-facing messaging and positioning, sales enablement, content portals, FAQ documents, pricing structures and incentives, and post-sale success processes
- Create presentations, demos, webinars and training materials for scalable sales enablement
 - Coordinate training and enablement strategy with sales leadership by communicating differentiating value propositions based on competitive analysis for more than 1,000 sales reps and sales consultants
- Analyze and communicate competitive landscape and feedback from multiple channels with technical product managers to influence prioritization, roadmap and product development
- Lead cross-functional teams, including technical product managers, data scientists, engineers, sales, marketing, designers, analyst relations and public relations for conferences and product launches
- Drive product strategy and execution for industry conferences, such as Oracle OpenWorld, Modern Customer Experience, Human Capital Management World, and Modern Finance Experience
 - Responsibilities include creating and presenting product content and demos, developing project plans and timelines for execution, and negotiating presentation opportunities and logistics with 40+ cross-functional team leads

Oracle – Customer Experience Product Suite

Redwood City, CA

Sales Engineer

November 2012-January 2017

- Delivered compelling presentations and product demos to executives and key decision makers, contributing over \$3.5M in revenue
 - Product specialties include: Social, Commerce (ATG, Endeca, Commerce Cloud), Marketing (Eloqua, Responsys, BlueKai, Compendium), Sales Cloud, Service, Data as a Service for Consumer Intelligence
- Educated and enabled over 1,000 people including sales, marketing, and account managers on product knowledge and sales plays
- Conducted various thought leadership and lead generation activities including presenting sessions and delivering product demonstrations at major industry conferences such as Oracle OpenWorld and the National Retail Federation's annual convention

Bertelsmann – Arvato Systems

New York, NY

Sales and Marketing Manager – Commerce

November 2011 – November 2012

Business Development and Sales Associate – Commerce

July 2010 – November 2011

- Managed sales and marketing opportunities across the U.S. for a systems integrator that partners with a leading Commerce platform
- Launched and maintained a new company website resulting in improved content, more structure, and an easier to navigate site
- Built and managed relationships with third parties and partners to conduct joint marketing events and increase our service offering
- Managed accounts for clients, including Procter & Gamble, generating in excess of \$5.5 million in annual revenue

LEADERSHIP EXPERIENCE

Oracle Professional Asian Leadership (OPAL) Employee Resource Group

Chair

- Manage a community of more than 600 Oracle employees and lead the leadership committee of 10 to produce events to develop stronger Asian leaders, promote diversity and inclusion, and further Oracle's strategic business objectives

EDUCATION

University of California Los Angeles, Los Angeles, CA; BA Psychology, 2009 - Dean's Honors List Recipient

TECHNICAL QUALIFICATIONS

Proficient in the use of MS Word, Excel, PowerPoint, Prezi, Adobe Photoshop, InDesign, Google Analytics, Salesforce.com, Hybris
Oracle Products: Social, Commerce (ATG, Endeca), Marketing (Eloqua, Responsys, BlueKai, Compendium), Sales Cloud, Service, DaaS

OTHER

Studied abroad in Spain and Chile; Conversational in Spanish; PADI Certified