



JEREMIAH MORROW

SALES & MARKETING PROFESSIONAL

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Annapolis, Maryland, USA

JOB EXPERIENCES

SENIOR
PRODUCT
MARKETING
MANAGER

VERTICA, A MICRO FOCUS COMPANY – Remote, USA (May 2019 – Present)

- Partner Product Marketing - Built out the partner marketing role for Vertica, a Unified Analytics Platform. Provided support, enablement, and content to channel partners and channel account representatives, strategic alliances, and the technology partner ecosystem. Vertica and big data analytics Subject Matter Expert for the partner ecosystem.
- Industry Product Marketing – responsible for becoming a SME and putting Vertica’s value proposition into the context of six industries: Telecommunications, Healthcare, Financial Services, AdTech, Utilities, and Technology
- Built content for sales enablement, demand and lead generation, and thought leadership including: blog posts, whitepapers, 3rd party analyst reports, buyer conversation guides, sales emails and call scripts, sales decks, enablement webinars, thought leader and customer webcasts, landing pages, and more.
- Speaker at several digital and in-person events including CDAO Summits and Roundtables, regional partner and sales events, HIMSS 2021, The Big 5G Show 2021, and Vertica Unify 2021

PRODUCT
& CONTENT
MARKETING,
ANALYST
RELATIONS

OVH US – Reston, VA (Aug 2017 – May 2019)

- Responsible for all aspects of the customer journey at OVH US, a global provider of hosted private cloud, public cloud services, and bare metal servers.
- Performed regular analysis of the market and competitive landscape, used research and customer feedback to inform product roadmap decisions, wrote and edited blogs, website content, sales presentations, analyst briefings, collateral and RFI/RFP responses. Developed enterprise and SMB buyer personas and customer journey maps, and created differentiated messaging and positioning for enterprise cloud products and services, as well as lower-end dedicated servers.
- Built and executed a global Analyst Relations strategy with the goal of earning trust and awareness among the most important cloud analysts for the US market.

SALES &
ACCOUNT
MANAGEMENT

SOFTWAREONE, GARTNER, CEB – Various, USA (Dec 2012 – Jun 2017)

- Responsible for demand generation & prospecting, account management, new logo acquisition and sales training for technology companies and research and advisory firms. Consistent performer, able to hold C-level conversations and connect market and customer challenges to core product differentiators. Trained in Challenger and Value Selling
- Gartner Winner’s Circle 2015 – achieved over 120% of quota with greater than 85% renewal rate, growth deals and 2 new logos

EDUCATION

MASTER OF
PROFESSIONAL
STUDIES

Georgetown University – Washington, DC – Graduated May 2011

Sports Industry Management: Business, Management & Operations Concentration.

Capstone Project: The Octagon Foundation: A Sustainable Approach to Athlete Philanthropy.

BACHELOR
OF ARTS

Roanoke College – Salem, VA – Graduated May 2008

Double Major: History and English, Creative Writing Concentration.

Honors & Activities: Resident Advisor, Founding Father of Pi Kappa Phi Fraternity, Historian, Philanthropy Chair, Alpha Phi Omega (Service Fraternity), Phi Alpha Theta (History honors society), Varsity Lacrosse player, 2x Journey of Hope/Gear-Up Florida cyclist, Build America crew member

REFERENCES

CHRISTINA NEBLE
AMS CHANNEL
DIRECTOR - VERTICA

VERTICA, A MICRO FOCUS COMPANY

“Jeremiah joined the organization when we were just starting to build the channel strategy in the Americas. He’s been invaluable to our success. He has the unique ability to adapt messaging and content to appeal to our network of 45+ partners. My team of Channel Managers and Partners LOVE working with Jeremiah.”

ALISON NATALI
DIRECTOR, PRODUCT &
SOLUTIONS MARKETING

OVH US

“Jeremiah has the ability to evaluate complex markets and understand an organization’s unique value proposition. From thought leadership to blogs to white papers and sales decks, I consistently rely on Jeremiah for his content creation, positioning, and editing skills.”

SKILLS

- Intellectual Curiosity
- Messaging and Positioning
- Market and Industry Research
- Content Strategy
- Writing & Editing
- Persona Development & Customer Journey Mapping
- Analyst & Influencer Relations
- Solution Selling
- Sales Enablement

