Management Promotion Template

(Product Development)

| Employee Name: | | Location: | Redwood Shores HQ |
|------------------------------------|-------------------------------|----------------------------|---------------------------------|
| Current Position: | Sr. Director, Product Mgmt | Proposed Position: | Vice-President, Product Mgmt |
| Current # of Directs: | 4 | Proposed # of Directs: | 4 |
| Current # of EEs in Org: | 4 | Proposed # of EEs in Org: | 4 |
| Previous 3 Performance Ratings: | 5, 5, 5 | Manager / Group VP: | |
| # of Years in Current Position: | 4 | # of Years in Industry: | 22 |

Please address the following factors, including examples when recommending promotions to management positions.

| SUMMARY OF EXPERIENCE |
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| has managed the in Juan Loaiza's organization since joining Oracle in 2012. His charter is to remove roadblocks to revenue growth. As such, his projects are generally short-term, often regionally-focused, and vary over time based on priorities and opportunities. Since early 2016 the both on-premises and public, has been a top priority. Among other tasks, he is currently leading the commercial readiness aspects of role determining the commercial policies for all machines. |
| Prior to Oracle, was a |
| for 6 years and prior to that spent 7 years at career he worked as a software developer at and an analysis and an area and an years of industry experience. |
| He holds a BS in Electrical Engineering, MS in Computer Science and an MBA from |
| MANAGEMENT SKILLS |
| is skilled at working across organizations, titles and personalities. He has a knack for gaining the trust and support of many groups simultaneously, and sharing success fairly. tackles the kinds of projects that defy most of his peers, as they require cross-regional working groups and ill-defined processes. For example, he currently chairs a global task force to improve the pipeline and close rate of deals. On many occasions he has worked with Oracle business practices and field sales teams to shepherd key deals through approvals. Although direct team is only people, his management skills extend far in terms of his ability to harness the support and respect of many Oracle organizations globally and numerous Oracle partners. |
| has had to perform his duties with a small team that he mostly inherited and has had to mold, while still attending to his many individual projects. He is a manager who puts in the time to meet with and nurture his team through many tasks that have no precedent. |

| For example, one of his staff is in working with local partners. He was hired by to provide support to and partners in the region that were without account management due to downsizing of Oracle's partner teams. Through insistence on focus and results, this individual was personally responsible for closing in conjunction with our partner in He is now supporting a . |
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| Another of staff provides special attention to the region with respect to our organization's products. He is from the region and speaks. This situation is a way to extend the work started by that region and to experiment with ways to leverage HQ support to the sales regions. |
| The product is designed for real-time analytics and easy integration into existing Oracle Another of employees has led a targeted outreach to with such a need, including PoC trials, collateral, and publicity, followed by joint selling to end-users. He is assisting others in repeating this pattern with additional ISVs. |
| In addition to individual projects, everyone on team is also assisting with the efforts to investigate, refine, and position the services more effectively, as that is the primary business objective for the organization. |
| was initially hired to focus on growth globally, at a time when that growth had declined to single digits year over year. His role was to lead efforts to turn around underserved pockets of revenue opportunity and inhibitors to our regular sales channels. For the first 2 years of his tenure at Oracle he focused on leveraging partners, both and an another than the regions in greatest need. He also established regular interaction with the regional program Management Offices (PMOs) to learn and share their best selling practices. At approximately \$1 billion in annual revenue, the focus was key, as only a small percentage difference translated to millions of dollars. |
| A major part of his agenda during this period was to initiate new sales plays with product marketing and regional business development, focusing on upgrades, expanding footprint through The nascent program, featuring a was identified by as an opportunity of interest to customers, particularly in capital-poor regions such as fixed most of the problems with that program, and helped the regions build an of over before the program was terminated as the came to prominence. Not only did he do this for appeal of the model before much of Oracle did. |
| At the introduction of application providers, sponsoring PoCs and partnering efforts to encourage adoption and recommendation of The initial fruits of that effort have already been realized and that program continues to expand. The initial has helped to create their first customer, with a significant pipeline and more in process. |
| More recently, and the newly released with pipeline development, close rates, and commercial terms as the focus areas. Since the is similar to the products in working with business operations, legal and finance. He and work closely together on these policies. See endorsement later in this recommendation. |

| This promotion was contingent upon completion of the commercial policies and terms for and the closing of the first 10 orders, listed below, for which contribution was instrumental. This |
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| objective has been fully met. |
| Initial 10 Closed ExaCM Deals |
| 1. 2. 3. 4. 5. 6. 7. 8. 9. 10 |
| Juan Loaiza's organization is responsible for around in direct product revenue and, with support added, over more than of Oracle corporation revenue and a much higher percentage of profits. This does not include an allocation of is important to the financial health of Oracle and thus the business development role of team is vital. |
| impact is difficult to quantify. He works with many partners, internal teams and sales regions, and his actions are mostly indirect. Many of his activities create regional leverage. Some of his work is to hand-hold large deals. As stated by there probably would have been 10+ deals that would have been on competitive hardware. Today, there are moment. By any conservative estimate, actions directly and indirectly have generated millions of dollars in incremental revenue for Oracle. |
| EXTERNAL VISIBILITY The main external interfaces for are with partners and customers. His work with the brought him regular interactions with with the Oracle partner team (since disbanded) to gain acceptance of into their practice areas. The SI joint selling revenue for exceeded in the process of the SI joint selling revenue for exceeded when the began. The work with exceeded in the process of the sexual closed in the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers. His work with the process of the partners and customers and customers and customers are partners and customers. His work with the process of the partners and customers are partners and customers and customers are partners are partners and customers are partners are p |
| has also worked directly with such as and with such as and with and and with organization. |
| role does not interface with industry analysts. |
| TEAMWORK AND INFLUENCE WITHIN ORACLE Most of efforts involve teamwork, largely through his initiation. Many of promotion recommendations are from the regional Sales PMOs, with whom he has developed go to market efforts and shared best practices. Currently he leads a cross-regional group to resolve issues that are impacting pipeline development and close rates for the |
| works closely with and his PM team for the commercial terms and policies and meets regularly with and company to propose and finalize terms for |

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| these new offerings. was personally responsible for the with | vorking |
|---|-------------|
| work with has been especially effective. That region was struggling in 2012-13 to meet their targets. By working with them to create focus and championing the option, which sold particularly we and more recently focusing on hosting providers, helped the region sharpen their targets and create sales plays. Their results have improved substantially, and now generally meets or exceeds the quarterly targets. | repetitive |
| ACHIEVEMENT When first joined Oracle, partners were not engaged in partners to jump start that business. It quickly grew to over per year of joint selling revenue for | |
| When he recognized customer interest in a program (pre-cursor to the current concept) and helped to develop a pipeline. The required many interactions with Oracle legal, accounting and business practices, and numerous field interactions. | |
| worked with ACS and support to resolve customer complaints about when it was in struggling for acceptance. | nitially |
| championed the generation. It is now in over half of the customers since then. It has become an essential element of our TCO value proposed and has been applied to the graph as well. | |
| led the Sales enablement briefings for the and releases. | |
| He worked with the regions on the ended after that). | ogram |
| was lagging in business, and now routinely exceeds their quarterly due to attention to the region. He talks monthly with all the regions to gather input, answer questions share best practices. | |
| The first to adopt as part of their applications came under team. The expanded to additional | This effort |
| The program to certify third parties for services (install and configure, etc) was enabled by his invo | olvement. |
| The commercial terms and policies for | |
| is hand-holding initial deals as to the field and operations. | |

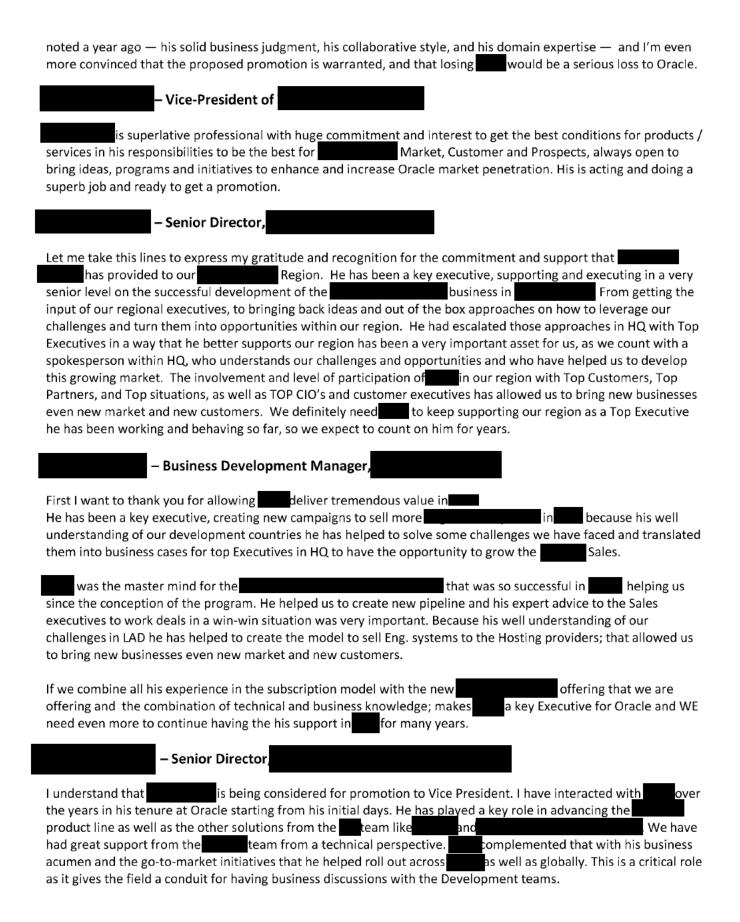
The list is endless and varied, as befits his charter.

RECOMMENDATIONS

| - Senior Vice-President, |
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| I have worked with closely for several years and definitely support his promotion to VP. is very proactive at working with the field to identify bottlenecks to selling our products and methodically works to eliminate the bottlenecks. He drove our go to market efforts around offerings, championed and is leading our go to market. He also worked |
| closely with the regions on selling through hosting providers and partners. I really like the fact that he figures out what needs to get done and then systematically works with all the parties to get it done, and he does this on his own. |
| Vice-President of |
| I strongly recommend to be promoted to the position of Vice President. A VP of Product Management position within organization carries significant responsibilities both around technology and business strategy. If focus has been specific core areas within outbound Product Management, through which he has been instrumental in creating worldwide sales strategies around by working with multiple sales organizations around the world. In that role, he has been very articulate in explaining the technology differentiators and nuances that multiple generations of brought to the market, and he has also been very perceptive of the business and market strategies that continue to influence enterprise IT and our market presence. |
| has demonstrated exceptional leadership skills as he worked with these multiple sales organizations. This was a very difficult thing to achieve - particularly because each regional sales context is different - e.g. there is marked difference between how business is done in the vision of the visi |
| Another aspect that should definitely be pointed out is how he was able to assist these sales orgs with the transition process towards |
| role over the last several years has been quite unique and indispensable. He acts as the perfect bridge between Development and Global Sales. Through him, we in Development get a deep understanding of what is going on in Oracle's global markets. Through him, global sales orgs get a trustworthy source who can represent the complex product set across on-premises and |
| For all his contribution so far, has earned this promotion to the VP role. |
| |
| It's an absolute pleasure to provide this recommendation for I have worked very closely with engagements and have benefited a lot from his insight, experience and leadership. |

Over the past four years has been my go to person when it comes to analyzing any commercial aspect of the project I'm working on. He probably understands the business practices and processes at Oracle better than anyone else. Apart from his understanding what really makes him unique is that he goes above and beyond to ensure that these are implemented correctly when embarking on a new project. We have benefited a lot with the relationships has built across the globe with various Oracle sales teams and partners. This gives us a forum to go to when we are launching new products or are prioritizing work items and features. It also provides a great feedback mechanism on what's working and where we need to improve. Many times he is the only voice who is looking out for our partner's interest, and as partners play an important role in our business this becomes even more critical. One such example is the partner enablement program for ACS services. Not only has this program made our product offering more competitive but also it has improved customer satisfaction. If I have to single out one quality in that really separates him from the rest that would be his perseverance. Time and again has taken projects to completion working with various disparate groups with various divergent interests. One such example would be the worked with the hardware team, sales teams, operations, sales operations and development to get to a closure and basically made up for a forecasting misstep by the PMO. The deal value was nearly I strongly recommend for the next role. Vice-President, I have high respect for the He has a thoughtful and creative business mind. He appreciates go to market aspects of the business well and is able to blend technical and commercial knowledge to drive projects forward. He is a clear thinker and brings order to complex problems. The most recent example was the definition of business terms He is also well respected in the field for being customer-centric, calm under pressure and knowledgable about business processes at Oracle. He is able to represent the product and the business to the field, peers and executives effectively. He is an asset to Oracle. Vice-President of Since weighing in a year ago on I would like to reiterate my support for your proposed promotion of the question, I've watched broaden the scope of his activities with and for the sales regions with the announcement of the the and the upcoming . These new offering have created a far more complex landscape in which and those of us in the field need to operate. Whether with respect to messaging, product positioning, or the development and rollout of tools to support our various sales plays, the past year has challenged all of us — and in particular — to do two things exceptionally well. First, to quickly identify and decisively address the most critical areas of potential confusion and conflict in our complex portfolio (e.g. compensation treatment, pricing models, feature / function overlap). And second, to find ways to keep things as simple as possible for our sales teams, customers, and partners. I have the highest appreciation for contributions over the past year on both fronts. He has been quick to and the identify potentially major issues with and to test out possible solutions to those issues with the field well in advance. At the same time, he consistently strives to frame complex matters (think, e.g. the operational complexities of or the into simple, straight-forward terms for a non-technical audience. And somehow he does this while maintaining an unwavering calm and logical demeanor that short circuits the kind of conflict and infighting that regularly characterizes the relationship between field groups and HQ teams. So add this to the strengths I

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| was instrumental in driving several key initiatives such as the as well as coming up with to differentiate from the competition, which he presented at regularly. He also ensured that product transitions across generations were communicated in advance to the relevant field teams so that sales cycles did not get disrupted. Due to his global coverage, he gained a unique perspective on the approaches taken by each region to grow the business. ensured that these best practices were shared across the other regions including which helped us fine-tune our go-to-market plans. |
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| One of the most recent examples of him leading the way was in working with the HQ support organization and the field to ensure that appropriate hardware support credits were given to the customer when they refreshed their aging hardware. This had been a sore point with customers and the work done by large refresh opportunities across |
| continuously solicits feedback on regular cadence calls with the regions, addresses issues in a timely manner and provides suggestions that help progress the sales cycles. |
| I fully endorse the proposal for his promotion. |
| Vice-President, |
| I strongly recommend to promote to M6 VP position, because he has been contributing to promote revenue by not only fixing the inhibitors but also generating pipelines/closing strategic deals with field sales/SC/BD team. Then these experiences and skill are now leading projects to optimize to meet real customers/partners in field. So his promotion is mandatory to proceed real business based on |
| -Director, |
| Since has joined team, he has led several important initiatives. One significant outcome was to create industry specific value propositions and customer references of truly accelerated penetration with industry specific values. Secondly, he led the partners' adoption of and we could have closed In proceeding the deal, he helped to arrange the engagement between team in and so that could directly request to proceed. Without his and his team's help, the deal could not have been closed. He always took the standpoint from business value and product strategy on top of the deep understanding fields' need. From those his characteristics and the power to lead the business initiative, I truly recommend to be promoted to Vice President and he will provide more values to Oracle Corporation. |
| - Senior Director, |
| Business Development |
| He contributed to business in an and we almost achieved budget and great pipeline generation. We had regular conference call and he provided global sales play, reference customer and best practice to team. |
| - And also, customer visit in and which helped to close the deals. |
| We did joint work to create plan in the lit was very helpful for us. |

| He visited and also improved customer satisfaction. |
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| - He provided sales training to us, that improved to close many deals in . And his |
| sales training was very valuable to all of sales reps. |
| - His behavior has had a good effect on sales reps and presales engineers. |
| - Thus, I recommend him to promote VP(M6). |
| |
| – Senior Manager, |
| I support it 100%. was instrumental in partnering with to ensure partners had full access and support from the team. His leadership was instrumental in the successful role out of the first was able to identify gaps in our existing partner model and lead the team globally to fix those issues. As a result, we have modeled several additional programs based on his leadership. |
| - Senior Project Manager, |
| I worked closely with for approximately 2½ years when he joined the congression originally joined the team as the land team. However, he ended up taking a broader engagement role that also provided support to the other Product Managers associated with the lead several Sales and Marketing related efforts for the model. |
| was vital to defining the soliciting feedback from regional sales reps to understand what was required and options. proved himself to be a great resource, not limited to related issues, but more broadly on product engagement and requirements. It was not uncommon for the other product managers to take his lead as it related to their product line representation in worked closely with Sales Reps and Sales PMO teams from the various regions on questions and concerns. worked closely with management to review possible options to expand the sales options. He worked with the Marketing reps on the program to develop sales & marketing collateral to re-introduce the sales model to the Sales community. He was vital to this effort and was able to revitalize the interest and awareness of the program. understood the sales model and benefits and options. He took great responsibility in providing guidance and information to Sales & Sales PMO members, and the project team. With each refresh or product release, provided clarity of product and guidance for appropriate integration to the program. worked closely with Marketing to help get clarity on the Compensation model with the team. There were areas of confusion regarding Comp as we added products and options, and he was instrumental in providing clarity that helped drive some deals to closure. |
| showed great dedication to providing any and all support for the program. |
| I really appreciated contribution to the on premise program. I know many sales deals would not have been closed without his guidance. He showed great support to the various sales teams for sales, comp, marketing and product information & guidance. |
| Other comments in support of |
| Revised November 17, 2011 |

| - Oracle SVP, | |
|---|------------------------------|
| I have had good dealings with and he seems to have a good handle on the product lines he covers. seems to be of great assistance to the field. | He also |
| - Former Oracle VP - currently Global Partner Executive at | |
| I believe he has extremely good market knowledge (mix of technology and fine thinks out of the box and is not afraid to raise issues internally, with the appropriate style. I am never aframeet partners as he is safe hands: he will be prepared, will give honest answers (no over selling) and follow up on commitments. In areas like he has helped me a lot with to position the In short, he delivers and is nice to work with. I would definitely support a VP promotion. | aid to have d will |
| - Managing Director, | |
| has been fantastic over the past 2.5 years for our mutual accomplishments in the market focused of and unique programs catered for our clients. He's been extremely open to our feed has been doing Oracle which is typically the case. A good example back option w/ Oracle's initial terms were likely not going to work with F500 clients. We provided to what clients are seeking and he worked to provide the terms that would sell. | back and is the lease |
| Today, continues to help with the pivot from the critical to getting it right. He's good people and he does a great job to support us. If not for the would have been 10+ deals that would have been on competitive hardware. | g is going to re probably |
| I fully support promotion to VP. Please, however, keep him hands on with partners like us as it's evaluable to driving incremental demand in the market with Oracle's portfolio of products. | extremely |