

GEOFF TREMBLEY

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SUMMARY

I scale organizations and drive results. I've always been fascinated by how tech works and I greatly enjoy getting my hands dirty, but the work I care about most is leadership. Three decades across Oracle, SAP, and AWS, and a career built from non-linear blocks: I take what I know and apply it to a new problem, again and again. Today I run Consumer Goods Solutions Architecture at AWS. Half my week is the technology, half is customer strategy: which AI bets are real, which to kill, how to staff the build. I closed 2025 at 120% of plan.

SELECTED IMPACT

- Led the solutions architecture team that delivered a 30,000-seat enterprise AI assistant for a global consumer goods company, built with the cost controls, observability, and governance large LLM workloads demand. One of the first at that scale in the CPG segment.
- Created leadership development programs, including Analytics Ambassador, that trained 1,000+ field SAs, developed 250+ specialists, as well as a Builder to Executive initiative that was scaled to 500 builders nationwide.

EXPERIENCE

Amazon Web Services

July 2019 - Present

AWS hired me in 2019 to stand up the US-Central Specialized SA team. A few months in, my SAP data-platform background got me tapped to run AMER Analytics SAs. From there, I launched into field leadership in retail and consumer goods, where the GenAI work started.

Head of Consumer Goods Solutions Architecture

January 2025 - Present

- Stood up the Consumer Goods Solutions Architecture org. Defined coverage model and operating rhythm for AWS's fastest-growing retail/CPG segment and closed 2025 at 120% of plan.
- I serve as the executive sponsor for key consumer goods leaders: determining which AI bets are real, which to kill, and how to staff and sequence the builds.

Head of eCommerce Solutions Architecture

January 2024 - December 2024

- Rebuilt the SA team and coverage model for AWS's largest retail, e-commerce, and QSR accounts. Delivered 103% of plan while standing up GenAI for major customers.

Head of AMER Analytics Solutions Architecture

January 2020 - January 2024

- Built three organizations and scaled them to 120 strong in four years: the core SA team, a big-data proof lab that cut customer POCs from six weeks to two, and a 25-person analytics business development team.
- Drove 42% YoY growth on a \$1.5B business. Reversed a declining Redshift segment to 17.3% growth, 14.1 points above benchmark.

Head of US-Central Specialized Solutions Architects

July 2019 - January 2020

- Stood up the US-Central Specialized SA org from scratch, covering Microsoft, Database, Analytics, Storage, and Migrations. Owned team formation, leadership development, metrics, and engagement model.

SAP SE

August 2011 - July 2019

I joined SAP to build the HANA presales practice from zero, while the product was still in beta. Each role took a single new category and built it into platform strategy.

Global VP, Head of SAP HANA & Database Go-to-Market

2017 - 2019

- Ran global go-to-market and solution management for SAP HANA and the database portfolio. Launched HANA Cloud Services, HANA Express Cloud, SAP's Data Management Suite, and SAP Digital Boardroom.
- Shifted strategy toward non-SAP platform adoption by repricing the portfolio and realigning quotas for sales orgs globally. Delivered 80%+ growth in target segments and grew indirect revenue to 22% of total.

- Owned the Gartner, IDC, and Forrester ability-to-execute axis on Analyst Matrices and briefed analysts on roadmap and strategy.

VP, Head of Digital Enterprise Platform Presales

2013 - 2017

- Led a 150-person presales organization across Database, Analytics, and Cloud Platform. Built SAP's Certified Cloud Architect program, and certified Enterprise Architecture programs so customers had a repeatable path to hybrid cloud.
- Hosted art-of-the-possible events, tech academies, and hackathons that positioned SAP as a platform company.

Director, Database & Technology Presales

August 2011 - 2013

- Founded SAP's HANA presales practice from zero while the product was still in beta. Built the sales plays, value frameworks, and GTM, hired the first team of architects, and deployed it globally.

Oracle USA

1998 - August 2011

Thirteen years at Oracle, across support, enterprise architecture, and account management, ending with the Exadata launch. I co-built the presales motions and business cases that turned Exadata from an early-adopter project into a repeatable business I ran for the Eastern United States.

Sr. Manager, Exadata Sales Consulting

2008 - August 2011

- Early Exadata adopter. Built the presales playbook (discovery frameworks, business cases) that launched the platform in the East region. Landed the first Exadata production customer in Financial Services.
- Co-created Oracle EX-CITE, a two-day customer event that became the standard Exadata selling motion. Built an Enterprise Architecture team to bring rigor to complex engagements.
- Earlier roles, 1998 to 2008, ran through presales, consulting, solution support leadership, and on-site customer delivery.

Ralston Purina

1996 - 1998

Analyst / Programmer

EDUCATION & SERVICE

Bachelor of Science, Applied Computer Science. Illinois State University.
Veteran, Illinois Army National Guard.

CURIOSITIES

I like to understand how the things I lead actually work, so outside work I stay close to the tech. I run local models for disconnected workloads, build 3D printers, and tinker with IPTV. Currently I am focused on building custom instruction sets that shape how LLMs reason and write in a specific voice. I write about leadership at geofftrembley.com and cross-post to LinkedIn.