

Emily O. Hutson

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Background

Marketing leader with 15+ years of experience, from Fortune 100 companies to Series A and B startups. I build go-to-market and event strategy, manage partner relationships, build company messaging and brand, and write customer stories and technical content. I ask direct questions, share my opinion, and collaborate successfully across engineering, sales, and product teams.

Experience

- 2025 – VP of Marketing | Iceotope Technologies | Sheffield, UK
- Led all marketing activities for a 60 person HPC and AI infrastructure startup focused on liquid cooling for high performance computing, AI inference and edge workloads.
 - Responsible for GTM strategy, social media, demand generation, ICP definition, event strategy and partner engagements with ODMs/OEMs and fluid vendors.
 - Launched new brand, logo and website within first 4 months; migrated 100+ page website to new hosting platform with complete content refresh which contributes 85% of MCLs.
- 2024 – 2025 Head of Marketing | CentML | Toronto, ON
- Led a high-performing marketing team for a startup focused on AI and ML model training and inference that drove product consumption from 800 to 3600 platform users and revenue from \$500K to \$4.5M in seven months before NVIDIA acquisition for \$400M.
 - Spearheaded initiatives that increased web and social media engagement by 3-5x through website redesign, event strategy, brand awareness, and content creation.
 - Drove community and partner relationships through event strategy, messaging amplification, and integration of customer feedback with product roadmaps.
- 2023 – 2024 Principal Marketing Manager | Databricks | San Francisco, CA
- Drove customer advocacy initiatives for GenAI software platform, delivering over 50 high-impact customer stories and testimonials in video, case study, and blog formats.
 - Worked with product marketing, industry teams, and demand generation to build pipeline of customer narratives across verticals including healthcare, fintech, and public sector.
 - Increased global reach of AI governance mindshare and adoption by building collateral for key channels across sales, partner, and demand generation.
- 2022 – 2023 Head of Content Marketing | MosaicML | San Francisco, CA
- Owned content and social media strategy for GenAI foundation model company that grew from 1 to 50+ customers and \$20M ARR before Databricks acquisition for \$1.3B.
 - Developed messaging, press outreach, technical content, and customer storytelling to build brand awareness and drive consideration for generative AI technology.
 - Led a high-visibility communications team focused on supporting growth through clear positioning, event presence and external partner engagement.

- 2020 – 2022 Vertical Marketing Manager, Edge Computing | Intel Corporation | Hillsboro, OR
- Directed strategic marketing programs across health and life sciences, driving AI adoption in medical imaging, genomics, and drug discovery on Intel Xeon-powered platforms.
 - Aligned PR, partner, product, and sales strategy into unified campaigns for robotics and smart cities verticals, with success measured via pipeline growth and launch counts.
 - Built and scaled joint go-to-market programs with multiple ecosystem partners, accelerating adoption of Intel-based AI technologies and reducing time-to-market by 50%.
- 2017 – 2020 Senior Product Marketing Manager, AI/ML | Intel Corporation | Hillsboro, OR
- Produced thought leadership content and marketing campaigns to drive awareness of Intel AI solutions; co-authored, edited and published 200+ blogs with 250K+ total views.
 - Collaborated with customers and strategic partners to create engaging narratives showcasing emerging AI use cases in medical imaging, fraud prevention, and manufacturing.
 - Hosted the “Intel on AI” podcast to expand brand reach within the AI developer community.
- 2015 – 2017 Datacenter Marketing Manager | Intel Corporation | Hillsboro, OR
- Drove product marketing for computer vision and machine learning segments, collaborating with technical experts to shape marketing strategy and messaging.
 - Amplified leadership content and event presence through social media, while leveraging event presence to build momentum for emerging AI initiatives.
 - Created high-value sales materials for field teams that communicated Intel’s value proposition across data center computing, software, storage, and networking.
- 2010 – 2015 Product Marketing Engineer | Intel Corporation | Hillsboro, OR
- Translated Intel Xeon processor technical specifications into clear messaging and training for distributors and system builders of entry servers, strengthening channel adoption.
 - Led integrated marketing initiatives across advertising, web strategy, and events that contributed to widespread adoption in SMB server market with 9% YOY growth.
 - Worked closely with planning teams on analysis of key sales metrics for pricing, market needs, and product support strategy for division with \$3.5 B in annual revenue.
- 2008 – 2010 Marketing Program Lead | Intel Corporation | Hillsboro, OR
- Executed launch and promotion strategies for Intel server products by creating ads, animations, videos, and technical marketing materials to support sales goals.
 - Managed trade show and event presence end-to-end, including promotions, staffing, and signage, to strengthen product visibility and engagement.
 - Built and grew a technology partner program by collaborating with internal technical teams, field sales, resellers, end customers, and cross-functional partners.

Education

- Master of Business Administration Portland State University – Portland, OR
- Bachelor of Arts, History University of North Carolina – Chapel Hill, NC
- Diploma with Honors, Phillips Exeter Academy – Exeter, NH

Portfolio

As **VP of Marketing** at Iceotope Technologies, I overhauled our brand and messaging and redesigned our website in my first 4 months. Our website's contact form is responsible for 85% of our inbound leads. I'm the primary author of all LinkedIn and blog posts.

Examples:

- [Website](#)
- [LinkedIn](#)
- [Blog post: Rethinking AI Infrastructure](#)
- [Blog post: Why precision liquid cooling beats air for next-gen AI](#)
- [Blog post: Where compute goes when the moratoriums hit \(part 1\)](#)
- [Blog post: Where compute goes when the moratoriums hit \(part 2\)](#)
- [Blog post: Iceotope delivers precision liquid cooling at the edge](#)

As **Head of Marketing** at CentML, I redesigned our website, revamped our messaging, and increased our social media followers by 5x in 6 months. CentML was acquired by NVIDIA in July 2025 and our website and examples of my work no longer exist online.

As **Principal Customer Marketing Manager** at Databricks, I led customer advocacy initiatives for our GenAI product portfolio, crafting compelling customer stories and testimonials that drove demand and positioned Databricks as a leader in AI innovation. I created over 50 customer stories in the span of a year.

Examples:

- [Customer story: First American Title](#)
- [Customer story: MediaRadar](#)
- [Customer story: MNP](#)
- [Customer story: DynamoAI](#)
- [Customer story: Prosus](#)
- [Customer story: Thomas UK](#)
- [Blog post: Accurate, Safe and Governed: How to Move GenAI from POC to Production](#)
- [Blog post: Building and Customizing GenAI with Databricks: LLMs and Beyond](#)
- [Blog post: Using LLMs to Detect Business-Sensitive Information](#)