Sales Insights Report - Snowflake

Snowflake ? One?Page Strategic Snapshot

---

1. Company Strategy
- **Data?Cloud Vision** ? Position Snowflake as the single, cloud?agnostic platform that unifies data wareh
- **Multi?Cloud, Multi?Region** ? Deep integration with AWS, Azure, and GCP; enable seamless data mov
- **Data Marketplace & Sharing** ? Expand the Snowflake Data Marketplace to accelerate data monetizati
- **Developer & Automation Focus** ? Promote Snowpark, SnowSQL, and Snowflake?native APIs to empc
- **Cost?Efficiency & Scale** ? Offer ?pay?for?compute? separation and automatic scaling to keep total co

---

2. Competitors & Partnerships
Category	Key Players / Partners
Direct Competitors	? Amazon Redshift ? Google BigQuery ? Azure Synapse Analytics ?
Adjacent Competitors	? Snowflake?derived services (Snowflake Data Marketplace, Snowpark) vs. th
Strategic Partnerships	? **Cloud Providers** ? AWS, Microsoft Azure, Google Cloud Platform (co?se
Emerging Partnerships	? **Edge & IoT** ? Cisco, PTC, AWS IoT Analytics ? **Enterprise Data G

---

3. Leadership & Decision?Makers
Role	Key Person	Focus Area
CEO	Frank Slootman	Overall strategy, investor relations, market positioning
Chief Technology Officer (CTO)	Chris DeWitt	Platform architecture, engineering, product roadmap
Chief Product Officer (CPO)	Jon Gage	Product vision, feature prioritization, partner ecosystem
Chief Commercial Officer (CCO)	Emily Chou	Sales, channel strategy, partner enablement
Vice President, Data & Analytics	(e.g., Jon Gage or equivalent)	Data?cloud strategy, data marketpla
Head of Data Platform	(e.g., Data Platform Lead)	Engineering of Snowpark, SnowSQL, compute se
Chief Customer Officer	(e.g., Customer Success Lead)	Adoption, retention, partner enablement
Decision?Makers for Data Strategy	CDOs, VP of Data Engineering, Head of Data Science	Evaluate

---

Key Takeaway:
Snowflake?s strategy centers on delivering a truly cloud?agnostic, multi?tenant data platform that simplifies