



PRODUCT MARKETING MANAGER – BOSTON, USA OR LAUSANNE, SWITZERLAND

AkseLos is seeking an experienced individual with outstanding marketing and product-oriented skills to perform as Senior Product Marketing Manager, based in Switzerland or the USA.

The role will have overall responsibility for best-in-class positioning of our products to the engineering community. You will help drive sales by building product marketing strategies and executing effective, tactical activity that transforms complex subject matter with powerful story telling.

The successful candidate will have a background in product marketing, specifically in the software and energy sectors, and will be extremely comfortable communicating with engineers in a very technical landscape. You'll work closely with the sales and technical teams to drive revenue generation and product development, and have an essential role in improving our offering.

ROLE AND RESPONSIBILITIES

- Overall responsibility for marketing resources and budgets
- Manage global and regional marketing teams
- Build and implement product-oriented marketing strategies
- Conduct frequent qualitative and quantitative analysis
- Develop annual marketing plans and campaigns for current or upcoming products
- Monitor, measure and report on all marketing progress and results
- Work closely with the company marketing communications agency to support corporate campaigns
- Work closely with the sales and commercial team to support the lead generation activity required to meet AkseLos' annual revenue goals
- Leverage unique and concise storytelling to communicate how our products and solutions are unrivalled and will add value
- Conduct benchmarking against internal growth goals and external trends and maintain a competitive fact base; including competitor successes, product offerings, positioning, price structure etc.
- Provide market intelligence on targets, prospects, competitive landscape and pre-sales consumption behavior etc.
- Project management – work with industry marketers, sales, customer success teams, and product managers to ensure initiatives and new releases are launched effectively and on-time.

MINIMUM REQUIREMENTS AND QUALIFICATIONS

- Related degree in marketing or an engineering field (MBA beneficial but not required)
- Minimum 10 years experience in marketing with a focus on B2B software sales in the energy industry
- Demonstrable experience in engineering and technology
- Strong communications skills in English and attention to detail
- Ability to work in a dynamic environment surrounded by a team and/or independently
- Excellent at managing a deadline driven workload with multiple threads
- Highly developed problem-solving skills and the ability to conduct sophisticated analysis that can be translated into easily digestible insights

NEXT STEPS

Please forward a CV/resume with a covering letter to recruitment@akselos.com

We thank all candidates for their interest, however, only those selected to continue in the selection process will be contacted.