

PRODUCT LINE MANAGEMENT / PRODUCT MARKETING

Responsibilities –

- **Strategy and Business Planning** Lead the development of product plans, key customer identification & the requirements across each of the solutions sets and market segments. In collaboration with Sales & Engineering, define the key initiatives and requirements that will drive growth and attainment of business objectives. Provide strategy input to sales teams and resellers in preparing proposals.
- **Market Opportunity Definition** Build and maintain comprehensive understanding of the requirements and customer in SCADA radio markets. Understand the market dynamics including competitive landscape and ecosystem requirements.
- **Messaging and Proposition Development** Lead the development of compelling and differentiated value propositions, positioning, and disruptive sales arguments with a clear understanding of the target customer/audience. Own the global messaging, product marketing and enablement initiatives.
- **New Product Introduction** Lead the NPI process to ensure immediate success for new product launches. This includes coordinating internal cross functional implementation teams as well as channel enablement and lead partner engagements.
- **Launch Plans** Develop launch plans that will provide clear direction to the Marketing Communication and sales and channel organizations in preparing them for a successful product release and quick time to revenue.
- **Sales and Marketing Programs** Develop innovative programs to accelerate market adoption and drive revenues through the product lifecycle. These programs will include messaging, competitive positioning, pricing, incentive programs, as well as a programmatic refresh of the install base through upgrades and updates. Provide regular communication to the Field sales organization with a focus on sales execution for the quarter.
- **Leverage Field Best Practice** Manage the program to seek, analyze and document innovative customer wins and case studies, in order to inspire and drive confidence of field sales teams, particularly in new solutions and propositions. Create application notes and white papers to show successes and augment visibility and sales efforts.
- **Market Intelligence** Be the go-to person for market intelligence and product requirements. Analyze market and customer data to draw insights that will define overall plans. Provide direction and guidance to the Leadership teams and Field sales teams on competitor market share and performance. Define attack and defense strategies to capture market share and profitability.

Responsibilities, cont. –

- **Field Marketing Direction** Provide direction, support and guidance to the customer facing teams, OEM & Reseller channels to ensure demand-generation and influencer programs are ready to drive the highest level of interest and excitement in the market place.
- **Analyst and Influencer Relations** Create and nurture relationships with key analysts, editors, consultants and influencers in market segments.

RESPONSIBILITIES – SALES ENABLEMENT

- **Sales and Pre-Sales Training Strategy and Planning** Develop strategy and plans for sales and pre-sales training based on requirements and objectives agreed with Sales management.
- **Training Content Development** Drive the development of the training program using internal resources for content creation and field-based resources for validation, to ensure best practice quality and effectiveness is achieved. Identify, brief, motivate, facilitate, coach and drive the virtual team of content contributors and presenters.
- **Communications and Reporting** Build the necessary field communications and reseller briefings to announce and clarify the training objectives, availability and deadlines. Manage on line content and self-training mechanisms. Coordinate manager briefings as necessary.

RESPONSIBILITIES – PROJECT AND PRODUCT MANAGEMENT

- **Product Engineering Management** Manage resources and timelines during product creation to ensure the products are appropriately resourced, developed, tested, manufactured and brought to market in a timely manner.
- **Product Requirements Capture** Work with lead customers to define key features and capabilities for the creation of new XetaWave products. For existing XetaWave products, define roadmaps, track and provide errata, and define compelling messaging to enable sales into primary and alternate vertical market segments.
- **Communications and Reporting** Build the necessary field communications and reseller briefings to announce and communicate product features and benefits. Manage online content, product support materials, and self-training collateral.

TO APPLY Please send your resume along with a cover letter to careers@xetawave.com.