

JOB DESCRIPTION	
PRODUCT MARKETING MANAGER NEW PLATFORMS - 100%	
	LOCATION : GENEVA (CH)

1. MISSION :

- Make Stromasys' New Platforms Products and Support Services successful in the market
- Initiate development and/or modification of our products to continue meeting market demand
- Ensure healthy financial performance of the company products and services

2. TASKS :

- Thoroughly knowing and understanding the company target markets by being present within them, keeping track of trends and developments in the market place and identifying demand/requirement for products and services the company can provide
- Translate market demand into functional product requirements through product specifications and development plans in product management and development
- Keep track of competition and develop strategies to counter their activities
- Develop coherent product road maps and communicate them to the field
- Develop list pricing strategies, Salesforce (CRM) tools and product article file structures that ensure maximized contribution to the company goals as well as ease the order execution management
- Present developed strategies to the management team (CEO, CTO, Development, Support, Finance) to obtain company Go/No-Go decisions on proposed product plans
- Manage the development/improvement of products by leading the teams and interfacing with all company resources that are involved in the process of bringing the product successfully to market

- Plan and lead the launch of new versions of Stromasys products and product support services, create market messages, white papers and go-to-market launch plans
- Ensure content quality of Internet and Weblog communication channels
- Ensure sales and channel readiness by organizing relevant trainings and providing all materials required to successfully approach customers and close sales
- Identify preferred customers/markets and work jointly with the sales teams to acquire them

3. JOB REQUIREMENTS :

- Computer Sciences or Electronic Engineering Degree
- Computer Industry Marketing Background
- SPARCstation & HP Platforms + others
- Likes fast-moving environment
- Fluent in English

If you are interested in this position, please send your CV to
jobs@stromasys.com