

Marketing and Product Management Leader

"I am very good at marketing software solutions to the CXO levels. These software solutions include:

- real-time, interactive Web-based video collaboration services ["cloud-based enterprise services", e.g., Jive, Yammer, Skype for Business / Lync, Google Drive, Office365, Google Docs].
- remote presentation services ["Web conference services", e.g., WebEx, GoToMeeting, TeamViewer, Join.me].
- industry-specific remote communications services ["tele-platform services", e.g., tele-healthcare, tele-training, tele-education, telepresence].

Coscend's approach is designed to bring an account sales and program management focus to integrated cloud-based services.

I want to innovate and be part of big architecture products from the very beginning. In my free time, I learn cutting edge and advanced technologies and program management methodologies to be at the forefront.

There are few people around that have the collaboration industry experience, Internet service knowledge, consultative sales ["sales technique"] and program management experience in the cloud-based services segment.

I am one of them. **If I do not have any one or more of these elements, I can develop them fairly quickly.**

I am intricately knowledgeable about the entrepreneurial workings of early stage ventures.

- I have the passion for transforming a segment of the industry.
- I have the empathy to listen, adopt and commit to fast-growth objectives through my:
 - drive to contribute something significant that leaves a legacy behind.
 - insatiable hunger and commitment for achievements.
- I am willing to pay the price for this opportunity due to my:
 - stamina to sustain for a long period.
 - willingness to learn and grow.
 - motivation for significant personal and career growth, along with financial rewards. The rewards would be incomparably and significantly higher than other opportunities."

Do you claim the above?

This leader will be responsible for effectively communicating messages and generating demand or leads.

Not every leader would have every element of the description below, but they would have significant overlap with it. If a candidate does not have any one or more of these elements, he / she should be able to pick things up fairly quickly.

Skills

A senior marketing, product management, strategic planning and marketing, and marketing communications leader with a demonstrated track record of proven results in marketing management of:

- [Preferred]: of **telecom, media, Internet** and **entertainment services** offered by network operators.
- [Preferred]: of **cloud-based enterprise services** offered to enterprise customers and consumers.
- [Preferred]: serving the **enterprise, mobile applications** and telecom **BSS** and **OSS** markets.

Someone aware of a few of the management consulting tools used at consulting companies such as McKinsey will help close deals sooner.

Experience in and knowledge of industry standards including:

- [Preferred]: Telecommunications: eTOM, CableLabs, SID, NGOSS.
- [Preferred]: IT software: CMMi, ITIL, COBIT.
- [Preferred]: Media formats (ASF, AVI, DivX, MPEG, SVCD, VCD, WMV, XVCD, XSVCD).

This leader will have:

- deep understanding of market segments and industry-standard operational metrics of the telecom and software industries.
- business-to-business marketing and/or product management experience.

Responsibilities

This professional will be an inspiring leader who brings out the best in its teams and earns the admiration of its peers and leaders and will be responsible for:

- Effective global lead / demand generation programs that will pack the sales funnel, ensuring that the pipeline is at least three to four times the revenue target, and drive the company's future success,
- Ensuring that the business takes to market integrated products and solutions that are driven by market demand and provides high and sustainable growth in order to meet the business unit's financial objectives.
- Driving brand awareness and brand equity in the marketplace, as well as, the day to day product management and sales support functions for products and services.

Accordingly, this leader will:

- Organizational:
 - lead the marketing function with responsibilities including strategic planning, product marketing, external marketing/branding communication, and public relations.
 - build, develop and manage marketing teams and will be able to work effectively in partnership with the other leaders of the company. Strong rapport and excellent personal chemistry with the employees is very important.
 - ensure that the company has a highly capable marketing and product management organization in place through the ongoing attraction, training and development of skilled professionals.

- take ownership of the business unit's P&L objectives, people initiatives ensuring improvement of Employee Satisfaction and greater engagement of our people, client loyalty objectives, communications, and business unit strategies and strategic initiatives.
- Planning
 - translate the marketing strategy into well-executed demand generation programs, with extensibility across regions that could include anything from email marketing to events to industry webinars.
- Business development support:
 - successfully position the company for increased business opportunities. This leader will take strategic direction for the company, lines of business, and products and define how to enter and pull back from markets where that strategic direction and vision can be applied.
 - partner with business line managers and sales leadership to ensure alignment on key marketing and product management initiatives and activities, as well as, develop and provide product packages and marketing support.
 - take strategic plans and vision and turning that into a message, which sales organizations can take to market, realizing measurable and profitable growth in previous positions as a result of this effort.
 - hire, develop, and deploy resources to fulfill the needs of the business and customers.
 - ensure market and customer satisfaction through maintenance of rigorous feedback loops, and evolution of plans to meet client and industry needs.
- Product management
 - lead the development and introduction of innovations – both incremental and radical – that support continued growth of the businesses.
 - Articulate existing technology and product vision and strategy based on a complete understanding of customer and market needs as they relate to business competencies and future needs of the customer.
- Product marketing
 - create and implement successful strategic product marketing plans and integrated product offerings to provide market-driven and valued solutions that ensure revenue and profitability growth objectives are met/exceeded.
- Evangelization and branding
 - drive brand awareness and increase brand equity through innovative and strategic marketing and PR programs
 - establish strong brand identity, or experience working in a corporate culture where brand identity would be considered a core competency. This leader will be a major driver in the development and go-to market of the company that will be well recognized within the telecom software industry.
- Marketing communications
 - develop and maintain a strong working relationship with the company's leaders, corporate marketing team and the CMO.
 - track and report all marketing activity and deliver maximum ROI. This leader will provide regular territory reviews, field marketing dashboards, and reports outlining quantitative results and campaign ROI. This leader is highly disciplined and ROI-driven, yet also have a strategic side and know how to place judicious bets by nurturing promising if unproven early-stage programs and building them into the next big things.