GE Senior Marketing Manager Job Description

GE is the world's Digital Industrial Company, transforming industry with software-defined machines and solutions that are connected, responsive and predictive. Through our people, leadership development, services, technology and scale, GE delivers better outcomes for global customers by speaking the language of industry.

**Job Link:**

https://xjobs.brassring.com/tgwebhost/jobdetails.aspx?partnerid=54&siteid=5357&jobid=1368450

**Business:** Current & GE Lighting

**Business Segment:** Current & Lighting Current Powered by GE

**Posted Position Title:** Senior Marketing Manager - Product Marketing

**Location(s) Where Opening Is Available:** United States

**State/Province:** California,Massachusetts

**City:** San Ramon, Boston

**Relocation Expenses:** No

**Role Summary/Purpose:** Reporting to the hardware Product Marketing Leader, this passionate marketer with an IoT hardware or software background will bring together a complete marketing experience for our portfolio of edge devices, sensors, and controls. You will be influencing across functions to determine market potential, positioning, go to market strategy, feature prioritization, sales enablement.

**Essential Responsibilities**

 Own the value proposition. Develop defendable and differentiated value propositions, messaging, and position for the product line

 Be the market expert. Understand and communicate the market environment including: market opportunity, size, competition, macro and micro level trends, pricing dynamics, and channels to market

 Be the customer expert. Drive voice of customer activities to develop, understand and communicate customer pain points and needs, segmentation, buying cycles, personas, user journey’s, and satisfaction – using the insights to drive strategic decisions

 Lead Go-to-market. Lead go-to-market planning and activation for your product lines, identifying target segments, channels to market and quantifying the opportunity to creating and execute comprehensive promotion plans that drive growth in existing and new markets

 Enable Sales and Channel: Plan and execute activities that enable sales and channels to effectively drive growth of the product line, in alignment to the financial goals

 Create Demand: Create and execute plans to drive demand to sales and channel

 Drive Reporting: Own the data for your product lines including financials – sales, orders, margin – marketing metrics – MROI, funnel conversion – sales effectiveness – AOS, pipeline health – and more

 Master Relationships: Be the leader, building and maintaining strong relationships with internal and external stakeholders, communicating effectively, driving transparency and alignment

 Think Differently: Have the courage push back and to test new ideas and processes, use your expertise and data to identify emerging opportunities, developing and recommending the corresponding strategies that drive growth, simplification, competitive advantages, etc.

 You will be responsible for driving awareness, adoption, and quarterly and annual financial targets for the product line

**Qualifications / Requirements**

* Minimum of 7 years of applicable experience (including 5 years of marketing)
* Bachelor's degree in marketing, business, or technical field from an accredited university or college. MBA from an accredited university or college with a focus in marketing, strategy, or other equivalent field preferred
* Experience in IoT devices, controls, and / or software product marketing
* Ability to work in cross- functional and cross-cultural teams
* Strong oral and written communication skills
* Strong interpersonal and leadership skills
* Demonstrated skills in managing and executing multiple, complex marketing projects successfully, including budget management
* Proven ability as a product or technology advocate
* Outstanding presentation skills and analytical ability
* You’ll need to be a US citizen

Applicants should email their resume and cover letter to **Ashmi Pancholi**, Product Marketing Leader

**(**[**ashmi.pancholi@ge.com**](mailto:ashmi.pancholi@ge.com)**)**