Position Title: Software Marketing Director
Reports to: Vice President, Marketing – Embedded Computing
Location: Tempe, AZ
Relocation: No

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JOB SUMMARY:

With the Network Functions Virtualization (NFV) transformation of industrial, cloud service provider and telecom service provider networks, Artesyn's Embedded Computing business segment is seeking a strong software leader to create a successful experience for Artesyn embedded computing customers. This person will contribute meaningfully to our strategy and execution, with the vision to learn and create our NFV strategy in line with our product and customer needs, the technical ability to define the software experience for our customers across our platforms, the leadership to drive our product marketing and engineering teams internally to execute on the vision, and the incisiveness to engage and adapt our strategy first-hand while directly interacting with key customers across multiple vertical industries.

DUTIES AND RESPONSIBILITIES:

- Differentiation through Software: Applying experienced excellence in software design to differentiate Artesyn products and create preference and value for Artesyn hardware platforms
- Early concept definition: This role requires the creation of new offerings across the portfolio, from managing the software strategy for mature existing products as well as defining the software strategy, architecture and resource development plan for new products
- Market definition of product features in Marketing Requirements Documents (MRDs), working in conjunction with Technical and Product Marketing teams
- Working with Engineering through the gate review process as product gate owner for software deliverables, and providing oversight and enforcement of common software principles for hardware products with associated software offerings
- Product realization responsibilities (working with Engineering, Manufacturing and Operations to release a product and manage it throughout its lifecycle)
- Outbound product marketing duties including customer presentations, sales training, industry speaking, working with research and editorial analysts
- Working closely with 3rd party software partners and vendors for integration and co-selling of their offerings for the purposes of joint proofs of concepts (POCs) and integrated offerings
- Participation and leadership in standards committees for deliverables directly relevant to Artesyn's Software Defined Network (SDN)/NFV strategy, including such work as ETSI (European Telecommunications Standards Institute) proof of concepts jointly with TEMs, Service Providers and 3rd party partners.

- Customer-facing responsibilities and experience giving presentations and creating compelling technical proposals

MINIMUM QUALIFICATIONS:

- 4 year B.S. degree in Engineering or Marketing and a Software background
- At least 8 years relevant industry experience in Industrial and/or Rail market

ADDITIONAL QUALIFICATIONS:

- MBA preferred

KEY COMPETENCIES
- Industry-specific Technical knowledge and leadership
- User Interface and Out of Box experience
- Analytical skills: Software architecture and planning, business case ownership and software licensing experience
- Competitive Research
- Market Segmentation experience
- Customer-facing experience
- Driving 3rd party contract negotiation