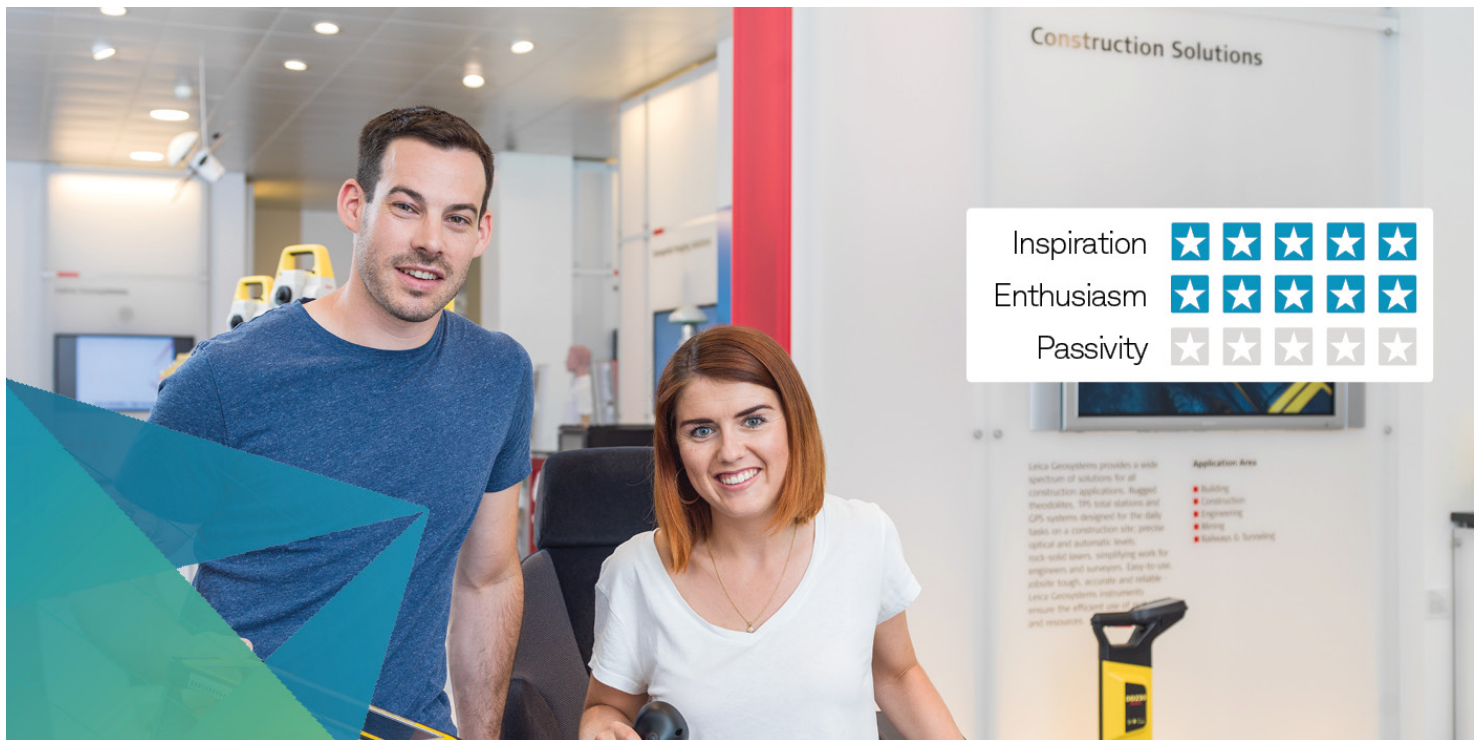




Inspiration	★	★	★	★	★
Enthusiasm	★	★	★	★	★
Passivity	★	★	★	★	★

Hexagon's Infrastructure & Geospatial Business Area combines measurement, positioning, and mapping technologies to help geodata-dependent industries capture, measure, and visualise the physical world – turning data into actionable insights for better decisions and greater efficiency.

We are seeking an experienced and commercially minded B2B marketing leader to define and drive the global marketing strategy for Hexagon's Reality Capture Hardware business.

This is a high-impact leadership role responsible for accelerating business growth, strengthening market leadership, and enhancing customer engagement across a portfolio of world-class reality capture solutions. Reporting directly to the SVP of the Reality Capture Business, you will serve as a strategic partner to business leadership and lead a global, multi-disciplinary marketing team spanning product marketing, demand generation, digital marketing, content, communications, and marketing operations.

The successful candidate will combine strategic thinking with operational excellence, translating business priorities into measurable marketing programs that drive pipeline growth, product adoption, customer loyalty, and revenue performance.

Marketing Director, Reality Capture Hardware Business (m/f/d)



Key Responsibilities

Strategic Marketing Leadership

- Develop and execute a global marketing strategy aligned with business objectives, growth priorities, and commercial goals.
- Serve as a strategic advisor to business leadership, sales, product management, and field marketing teams.
- Translate market dynamics, customer insights, and competitive intelligence into actionable marketing strategies and investment priorities.

About You

You are a strategic and results-oriented marketing executive who thrives at the intersection of business strategy, customer insight, technology, and commercial growth. You are equally comfortable influencing executive stakeholders, leading global teams, and translating business objectives into impactful marketing programs.

Required Qualifications

- Bachelor's or Master's degree in Marketing, Business Administration, or a related field.

- Establish clear marketing KPIs and performance metrics to measure business impact and guide decision-making.
- Own the annual marketing investment plan, budget management, and performance reporting. Communicate marketing strategy, business results, and industry trends to senior stakeholders across the organization.

Demand Generation & Digital Marketing

- Lead integrated demand generation programs that build awareness, create pipeline, and support profitable revenue growth.
- Oversee campaign planning and execution across audience targeting, messaging, content, digital channels, events, and partner engagement.
- Drive adoption and optimization of marketing technologies, automation platforms, analytics, and AI-powered tools.
- Enable the team to execute data-driven marketing programs using platforms such as Salesforce, Pardot, Demandbase, Google Ads, and social media channels.
- Partner with regional and field marketing teams to localize campaigns and maximize market relevance and performance.
- Analyze campaign performance and optimize investments to improve ROI, conversion rates, engagement, and business contribution.

Product, Portfolio & Go-to-Market Marketing

- Lead market segmentation, customer insight development, competitive analysis, and portfolio positioning.
- Partner closely with product management and sales teams to develop and execute successful go-to-market strategies for new products and portfolio initiatives.
- Guide product communications throughout the lifecycle, from launch and growth to transition and retirement.
- Ensure the development of compelling value propositions, messaging frameworks, and portfolio narratives that differentiate Hexagon in the marketplace.
- Oversee creation of sales enablement materials including presentations, battlecards, competitive positioning, objection handling tools, and customer-facing assets.
- Support customer advocacy, beta programs, and customer success initiatives that strengthen adoption and loyalty.
- Partner with regional teams to equip distributors and channel partners with the content, campaigns, and tools needed to drive growth.

Brand, Communications & Thought Leadership

15+ years of progressive B2B marketing experience, including at least 5 years leading multi-disciplinary marketing teams in a global environment.

- Proven success developing and executing marketing strategies that contributed to revenue growth, market expansion, and business performance.
- Demonstrated expertise across product marketing, demand generation, digital marketing, content strategy, communications, and marketing operations.
- Strong business acumen and experience partnering closely with sales and product leadership teams.
- Exceptional communication, presentation, and stakeholder management skills.
- Experience leading and developing high-performing marketing organizations.
- Native-level English language proficiency.

Preferred Qualifications

- Experience in B2B technology, industrial technology, geospatial, construction, infrastructure, manufacturing, engineering, or related industries.
- Experience marketing complex hardware, software, or integrated technology solutions.
- Experience supporting global distributor, channel, or partner-led business models.
- Experience implementing and scaling marketing automation, analytics, AI-enabled marketing tools, and modern MarTech platforms.
- Experience operating successfully within a matrixed global organization.

- Strengthen and evolve the Reality Capture business narrative across all customer and stakeholder touchpoints.
- Ensure consistent brand governance and messaging alignment across global marketing activities.
- Lead strategic communications initiatives, including thought leadership, executive presentations, media support, customer stories, webinars, videos, blogs, and case studies.
- Align communications and content strategies with growth priorities, campaign objectives, and customer journeys.

Team Leadership & Operational Excellence

- Lead, coach, and develop a high-performing global marketing team.
- Foster a culture of collaboration, accountability, innovation, and continuous improvement.
- Build strong partnerships across sales, product management, field marketing, and other business functions.
- Drive operational excellence through effective planning, resource management, performance measurement, and process optimization.

We offer you

- Flexible annual working hours based on a 40-hour week
 - 25–30 days of vacation, depending on age
 - Hybrid working model
 - Bonus system and extra-mandatory pension fund contributions
 - Opportunities for personal and professional development
 - Relocation support
 - Employee discounts and various company events
 - International working environment with collaboration across teams and countries
- [Here](#) you can find more information about us as an employer .

About Us

At Hexagon, we are the global leader in measurement technologies. Our precision measurement, positioning, and autonomous solutions transform the world's most vital industries – providing the confidence that customers rely on to build, navigate, and innovate.

From microns to Mars, we drive productivity, quality, safety, and sustainability where it matters most. We help industries operate smarter, reduce risk, and reach new levels of efficiency.

Looking ahead, we are advancing our customers towards a future of true autonomy – enabling them to meet sustainability and demographic challenges with confidence.

With approximately 16,000 employees across 50 countries, Hexagon combines global scale, expertise, and innovation to make a lasting impact across some of the world's most vital industries.

Learn more at hexagon.com.

Contact

If you have any questions, please do not hesitate to contact Joanna Ertug, Talent Acquisition Manager DACH.

[APPLY NOW](#)

Hexagons Geschäftsbereich Infrastructure & Geospatial

Job-ID: dzfshyoo

