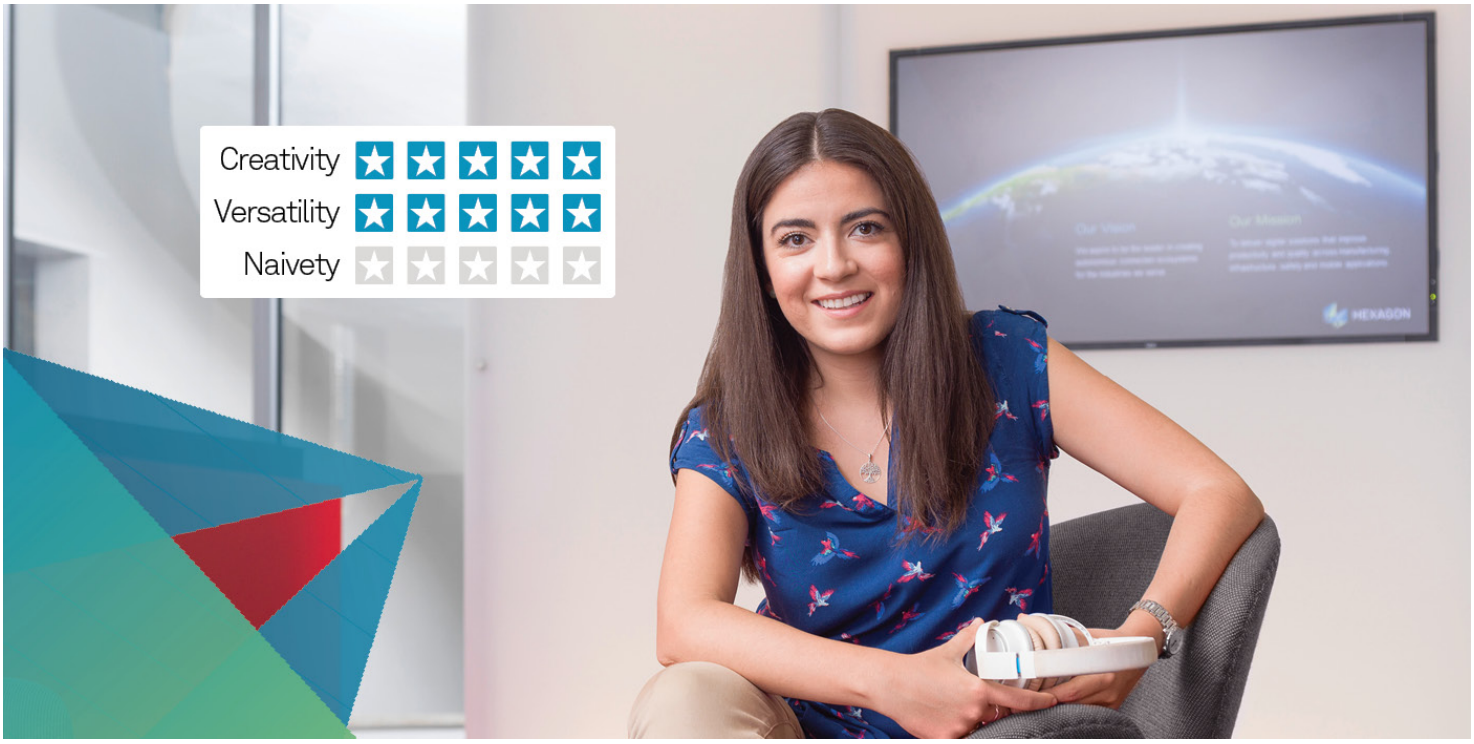


Committed and with passion for precision we create digital reality solutions combining sensor, software, and autonomous technologies to empower a sustainable future

We are looking for an experienced B2B technology Product Marketing Manager to help drive growth of Leica Geosystems' Reality Capture Hardware portfolio. As an individual contributor in this strategic, international role, you will work closely with global Product Management, Sales, and Marketing teams to define product positioning and messaging, lead go-to-market initiatives and product launches, gather customer and market insights, and develop sales enablement materials that drive commercial success.

Product Marketing Manager (m/f/d)

Heerbrugg **100%**

This appeals to you

- Develop compelling product positioning, messaging, and value propositions for Leica Geosystems' Reality Capture Hardware portfolio
- Lead go-to-market initiatives and support global product launches by collaborating with Product Management, Sales, and Marketing teams
- Gather customer insights, conduct market and competitive analysis, and identify opportunities to strengthen market positioning
- Create sales enablement materials, including presentations, battlecards, and customer-facing content, to support commercial success
- Partner with content and demand generation teams to develop impactful marketing assets across the customer journey
- Measure the effectiveness of product marketing activities and continuously optimize messaging, launches, and go-to-market strategies

This is you

- Bachelor’s or master's degree in Marketing, Business Administration, or a related field
- Minimum of 5 years of B2B marketing experience, ideally 8+ years, including at least 1 year of Product Marketing experience
- Proven experience developing and executing go-to-market strategies and leading successful product launches
- Strong expertise in product positioning, messaging, and translating complex technologies into compelling customer value propositions
- Experience working closely with Product Management, Sales, and cross-functional global teams
- Strong analytical skills with experience in customer insights, market research, and competitive intelligence
- Excellent project management and stakeholder management skills

- Collaborate with cross-functional global teams to drive business growth and deliver an outstanding customer experience
- Full professional proficiency in English, both written and spoken. German is a strong plus
- Experience in B2B technology, industrial technology, geospatial, construction, infrastructure, manufacturing, engineering, or related industries is a strong advantage

We offer you

- Opportunity to work with a talented and passionate global team
- Career growth and development opportunities
- A dynamic and inclusive work environment
- Flexible annual working hours based on a 40-hour week, with 100% employment
- Hybrid working model
- Bonus system and extra-mandatory pension fund contributions
- Various discounts (Health, Car, Entertainment and much more)
- Employee events
- Flat hierarchy structure
- Warm and international corporate culture based on respect and cooperation

Here you can find more information about us as an employer .

About Us

Hexagon is a leading provider of digital reality solutions and employs more than 24,000 people in 50 countries. You will be part of a strong, experienced, inspiring and motivated team of experts driving the future of Hexagon. You will use and develop your skills in our highly innovative and diverse environment.

Flexible working models allow you to ideally combine work and private interests.

Contact

If you have any questions, please do not hesitate to contact Romina Kwandt, Talent Acquisition Specialist.

APPLY NOW

Leica Geosystems AG
Heinrich Wild Strasse
CH-9435 Heerbrugg

Job-ID: 0bda592m

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