

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

At Leica Geosystems, part of Hexagon, we create solutions that make our world smarter, safer, and more connected. We're looking for an experienced and hands-on Product Marketing Team Lead to guide a team of product marketers and turn marketing strategies into measurable business impact. In this role, you will be the link between strategy and execution – equally comfortable developing go-to-market plans as you are rolling up your sleeves to make them happen.

# **Product Marketing Team Lead (f/m/d)**

Heerbrugg



100%

#### This appeals to you

- Lead, coach, and inspire a team
   of Product Marketing Managers; provide clear
   direction, foster collaboration, and encourage
   professional growth
- Shape and execute go-to-market strategies for products and portfolios in close collaboration with product management, sales, and demand generation
- Develop clear and differentiated product positioning and messaging that resonate with customers and align with business goals
- Actively contribute to marketing deliverables and campaigns – from launch planning to content creation and sales enablement
- Align marketing priorities with strategic objectives across divisions and global teams to ensure consistent impact
- Support sales with enablement tools, insights, and materials that help drive customer engagement and conversion

#### This is you

- At least 5 years in product marketing within a B2B technology environment
- 3+ years of experience in a leadership or team lead position
- Strong understanding of go-to-market strategies, product positioning, and customer-driven messaging
- Hands-on mindset you enjoy execution as much as strategy
- Proven experience supporting and enabling B2B sales teams
- Ability to manage multiple projects and priorities in a fast-paced environment
- Strong analytical and problem-solving skills with a data-driven mindset
- Excellent communication skills with the ability to simplify complex technology
- Fluent English; German proficiency is an advantage
- Willingness to work on-site in Heerbrugg 3–4 days per week to stay close to your team and the business

- Measure success using defined KPIs, analyse results, and continuously improve marketing performance based on data
- Manage the team's annual marketing budget and ensure resources are allocated effectively
- Stay close to the market, customers, and technology trends to guide positioning and messaging
- Be present in Heerbrugg three to four days per week to lead and empower your team on site

## We offer you

- Flexible annual working hours based on a 40-hour week, with 100% employment
- Vacation entitlement: 25 days from the age of 20, 27 days from the age of 40 and 30 days from the age of 50
- Hybrid working model
- Bonus system and extra-mandatory pension fund contributions
- Individual training opportunities (internal and external)
- Relocation service
- 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.

## **APPLY NOW**

Leica Geosystems AG Heinrich Wild Strasse CH-9435 Heerbrugg

Job-ID: szhu2w5s



