



Motivation	★	★	★	★	★
Team spirit	★	★	★	★	★
Egoism	★	★	★	★	★

**Hexagon’s Geosystems Business Area provides digital solutions that capture, measure and visualise the physical world, enabling data-driven transformation.**

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 high-performing Product Marketing team, fostering collaboration and professional growth
- Define and execute go-to-market strategies in close partnership with Product Management, Sales, and Demand Generation
- Develop compelling product positioning and messaging that drive customer engagement and align with business objectives
- Deliver impactful marketing campaigns and sales enablement, from planning to execution
- Align marketing priorities across global teams, measure success using KPIs, and continuously optimise performance
- Manage team resources and annual marketing budget effectively, ensuring strategic impact
- Stay close to market trends, customers, and technology, and be present on-site in Heerbrugg 3–4 days per week to lead and empower your team

### This is you

- Several years of experience in B2B product marketing, with ownership of go-to-market strategies, product positioning, and messaging
- Proven team leadership experience, with the ability to lead, develop, and empower product marketing teams
- Strong B2B background is essential, including close collaboration with sales teams and sales enablement
- Experience working with clear goals and KPIs, including performance tracking, analysis, and continuous optimisation
- Responsibility for marketing budgets, including efficient resource planning and performance control
- Strong stakeholder management skills, working closely with Product Management, Sales, Demand Generation, and other internal and external partners
- Independent, hands-on leader with a strong balance of strategic thinking and operational execution

## 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)
- 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 the global leader in measurement technologies. We provide the confidence that vital industries rely on to build, navigate, and innovate. From microns to Mars, our solutions ensure productivity, quality, safety, and sustainability in everything from manufacturing and construction to mining and autonomous systems. 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 about this position, please contact [Romina Kwandt](#), Talent Acquisition Specialist, will be happy to assist you.

[APPLY NOW](#)

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Job-ID: szhu2w5s

