



We seek an experienced **Product Marketing Team Lead** to join our team at **Leica Geosystems**. In this role, you get the opportunity to lead a technology product marketing team and use your product marketing skills to drive revenue for our core business.

Your mindset? You are KPI-driven, and you've seen the results that product marketing can achieve in a B2B technology company. You are strategic, confident, and entrepreneurial and enjoy seeing your team thrive. The ideal candidate is a leader who can drive both strategy and execution. As an experienced product marketer yourself, you draw inspiration from both customers and a portfolio of products.

Product Marketing Team Lead (m/f/d)

Heerbrugg  100%

This appeals to you

- **Strategic alignment, planning, and prioritisation:** Align product marketing activities with business priorities across the organisation, including division leadership, product management, local marketing & sales and global Hexagon teams
- **Marketing execution:** As the product marketing team lead, you are always ready to plan and execute portfolio marketing activities and product launch projects yourself
- **Product positioning & messaging and GTM planning:** Collaborate with your team to co-create strategic GTM plans and product positioning that differentiates our products in the market, aligns with customer needs, and stays current with market trends
- **Sales enablement:** Support your team in developing sales enablement content to empower our direct and indirect sales channels at every phase of the customer lifecycle
- **Team management:** Lead a team of product

This is you

- At least 10 years of experience in marketing, a minimum of 5 years in product marketing and preferably a minimum of 3 years in a team lead position
- Strong experience in defining GTM strategies and crafting customer-driven product and portfolio messaging and positioning within B2B tech
- Experienced in B2B sales enablement
- Exceptional team leadership skills with the ability to drive unified direction in a global matrix organisation
- Proven experience leading end-to-end marketing product launches in a B2B tech company
- Ability to manage multiple projects in a fast-paced environment and stay in control under pressure
- Strategic problem solver with a growth mindset and a comfort with numbers
- Professional fluency in English is required. German proficiency is an asset but not mandatory

marketers. Provide business guidance, assign responsibilities and ensure team development

- **Analytical insight:** Measure and refine performance based on results. Make recommendations based on market trends and best practices
- **Budget allocation:** Define and manage the team's annual marketing budget, ensuring strategic business alignment

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.

Contact

If you have any questions, please do not hesitate to contact [Kinga Racibor](#), Talent Acquisition Specialist.

APPLY NOW

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Geosystems