



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

For our Central Europe (CEE) region, we are looking for a commercially driven B2B Field Marketing Manager who takes ownership of regional marketing execution and drives demand generation in close collaboration with distribution partners and sales teams.

The role is based in Warsaw, Poland, in a hybrid working model, and focuses on translating commercial priorities into impactful marketing activities and executing the CEE marketing plan across campaigns, events, and partner initiatives. You will work closely with sales, global marketing, and external partners to strengthen brand presence and generate measurable pipeline growth.

We are looking for someone who enjoys working close to the business, managing multiple stakeholders, and turning marketing activity into clear commercial impact.

Field Marketing Manager (m/f/d) - Central Eastern Europe

Warsaw  100%

This appeals to you

- Ownership and execution of the regional marketing plan across CEE, aligned with sales and business growth targets
- Acting as the key marketing partner for distribution partners, supporting joint campaigns, events, and demand generation initiatives
- Translation of commercial priorities into integrated marketing campaigns across digital, events, and partner channels
- Tracking and optimisation of marketing performance across the full funnel, from lead generation to pipeline contribution

This is you

- Degree in Marketing, Business Administration, Communications, or similar
- Experience in B2B marketing, demand generation, field marketing, or channel/partner marketing
- Strong commercial mindset with ability to connect marketing activities to pipeline and revenue impact
- Experience working with distribution partners, resellers, or indirect sales models is an advantage
- Strong executional skills in campaign management, events, and multi-channel marketing
- Comfortable working in international matrix organisations with multiple stakeholders

- Planning and execution of regional events, trade fairs, and industry conferences, including partner-led activations
- Ensuring consistent brand execution across all markets and touchpoints in the region
- Localisation of global marketing content and adaptation for regional needs and distribution partner use
- Support of segmentation and targeting activities to improve campaign effectiveness and audience precision
- Close collaboration with sales, global marketing, and partner management teams to align execution and priorities
- Management of marketing budgets and allocation of resources based on ROI and business impact
- Good understanding of CRM and marketing automation tools (e.g. Salesforce, Pardot or similar)
- Analytical mindset with ability to measure and optimise marketing performance
- Strong organisational and project management skills with ability to manage multiple priorities
- Excellent communication and stakeholder management skills
- Fluent English required; additional CEE languages are a plus
- Willingness to travel within the CEE region when required

We offer you

- An international working environment with close collaboration across countries, sales teams, and partners
- A high-impact role with ownership of regional marketing execution and strategy translation
- Diverse and independent tasks with strong exposure to commercial decision-making
- A performance-driven environment with clear responsibility for measurable business outcomes
- 30 days of vacation plus public holidays (depending on country)
- Additional benefits aligned with regional employment standards

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 working together to shape the future of Hexagon. You can utilise and develop your skills in our highly innovative and diverse environment. Flexible working models allow you to ideally combine your professional and private interests.

Contact

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

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Hexagon's Geosystems division

Job-ID: tvkzwf5c

