



Hexagon's Infrastructure & Geospatial Business Area combines measurement, positioning, and mapping technologies to help geodata-dependent industries capture, measure, and visualise the physical world – turning data into actionable insights for better decisions and greater efficiency.

We are looking for an experienced **B2B technology Product Marketing Manager** to help drive growth across Leica Geosystems. As part of the **Geomatics Division**, you will represent trusted measurement technologies used to build critical infrastructure, monitor change, and map the world around us. You will help bring to market complete solutions that connect sensors, software, and services to support our customers from field to office. 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)

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This appeals to you

- Develop compelling product positioning, messaging, and value propositions for Geomatics products and solutions, translating complex technical capabilities into clear customer value
- 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

This is you

- Bachelor's or master's degree in Marketing, Business Administration, or a related field
- 8+ years of B2B marketing experience, including 2+ years in Product Marketing
- 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

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
- Collaborate with cross-functional global teams to drive business growth and deliver an outstanding customer experience

insights, market research, and competitive intelligence

- Excellent project management and stakeholder management skills
- 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

At Hexagon, we are the global leader in measurement technologies. Our precision measurement, positioning, and autonomous solutions transform the world's most vital industries – providing the confidence that customers rely on to build, navigate, and innovate.

From microns to Mars, we drive productivity, quality, safety, and sustainability where it matters most. We help industries operate smarter, reduce risk, and reach new levels of efficiency.

Looking ahead, we are advancing our customers towards a future of true autonomy – enabling them to meet sustainability and demographic challenges with confidence.

With approximately 16,000 employees across 50 countries, Hexagon combines global scale, expertise, and innovation to make a lasting impact across some of the world's most vital industries.

Learn more at hexagon.com.

Contact

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

APPLY NOW

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