

## Regional Field Marketing Director - Americas

### Beaverton, OR

The successful candidate will have full responsibility for leading the Marketing function for Tektronix AMR region and select global marketing programs and campaigns. This person will proactively manage and measure marketing resources to achieve expected results and grow sales.

#### KEY RESPONSIBILITIES:

- Leadership responsibility for the entire AMR marketing function which includes: technical marketing managers, field marketing including marketing communications, public relations, service marketing, customer and business intelligence.
- Plan, direct, coordinate, execute measurable regional field marketing plan to achieve sales objectives & revenue targets for all channels including e-commerce.
- Develop go-to-market strategy in concert with AMR GM Sales.
- Conduct in-depth competitive assessment studies and Voice of Customer and market research and drive recommendations through marketing and directly input to product lines.
- Own collaborative development and successful implementation of centrally created global campaigns.
- Manage new product launch planning and execution. Direct development & execution of new product launches to achieve expected results.
- Collaborative planning & delivery of market segment promotional programs (awareness, demand generation, sales incentive) to achieve expected results.
- Direct planning & delivery of training and sales tools to enable account managers & field application engineers to effectively position and sell Tektronix products.
- Direct the planning and delivery of partner programs, including co-op, to raise the marketing capability of complimentary channel partners.
- Direct the planning and delivery of PR & web marketing campaigns to maintain distinct market positioning, and to drive brand preference & customer loyalty.
- Interface with factory for reporting regional sales attainment, funnels and pricing and lead countermeasure initiatives where applicable.
- Provide strategic account & partner program support.
- Planning and coordination of roadmap sharing with selected customers and partners.
- Focal point for feedback to factory on product direction.
- Will continue to support, build and deliver a uniform brand message and brand experience for the entire company.
- Will establish employee development programs for the entire AMR marketing organization.
- Will collaborate with central marketing functions responsible for global web, brand, and advertising execution.

## MINIMUM QUALIFICATIONS:

- Candidate should have 15+ years' experience in marketing in a technology company, with at least five years' experience leading marketing organizations in companies that are known for their outstanding marketing.
- Demonstrated track record of marketing leadership that enabled the business to grow.
- Must have led a world class marketing organization in a company with revenues greater than \$100M.
- The Director of Marketing must have experience in managing in matrix organizations.
- Must be highly experienced and have demonstrated success in working with field sales organizations.
- Must have a collaborative work style across central and region organizations and demonstrate successful career progression in complex organizations.
- Must understand multiple channel model and multiple product groups.
- Must be experienced in using influence and authority to meet goals and accomplishments.
- Must be strong in building followership within functions and across organizations.
- Strong digital marketing background.
- Driving e-commerce programs and sales.

## MARKETING EXPERIENCE:

- A proven track record of strategic marketing plan development and implementation, leading to market share gains.
- Proven performance as a strategic and operational marketer.
- Successfully identified sources of value in product/service markets; segmented the market to address differing needs; positioned a product/service to leverage the company's advantage; and developed a communication mix that communicates this position fully to the market and drives measurable results.
- Developed and executed marketing programs that increased brand identity and customer demand.
- Proven track record of driving KPI metrics based and highly accountable marketing function ( MQL, SQL, SQL Won and Sales).

## BRAND & CHANNEL MANAGEMENT:

- Demonstrated ability to develop and communicate value propositions in order to enhance the company's performance and image including successful management of outside agencies and service providers.
- Solid understanding and demonstrated results in a "through distribution" and "direct sales" environment from a product and marketing perspective.
- Proven performance in increasing market penetration and market expansion through positioning, forecasting, pricing, packaging, promotions, and advertising.

## EDUCATION:

- Bachelor's degree required.
- Master of Business Administration degree is a plus.