Job Description — Director, Product Marketing

Reports to: CRO (Chief Revenue Officer)
Job Type: Salaried, Full Time
Relocation: No

Job Summary
Come join us at the nexus of data center technology, artificial intelligence and blockchain computing. As the Director of Product Marketing at GRC, you will be responsible for defining, positioning, and promoting products based on GRC's game-changing immersion cooling technology for data centers. The role would require you to deeply understand the market requirements of our target segments and work with Engineering to ensure our product roadmap is aligned with those requirements. Success will require significant cross-functional interaction between Sales, Marketing, Operations, and Engineering. The role is expected to make significant contributions to Marketing and Sales enablement in the form of product definition, pricing strategies, competitive positioning, sales training materials, presentations, and proposal development templates.

The ideal candidate would have a solid background in engineering/product development, and a deep understanding of the data center infrastructure market. With GRC, you are operating in a dynamic technology start-up which is changing the paradigm currently limiting data centers.

Measures of Success:

- Alignment of Product Roadmap with requirements of target markets
- Simplification and repeatability of the proposal development process for sales opportunities
- Pricing strategy that is competitive with market alternatives and delivers margins consistent with business plan requirements
- Successful arming of the Sales team with tools that improve close rates

Key Responsibilities:

- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers, as well as routinely capturing feedback from Sales, Customer Service, and the GRC Advisory Board

- Act as a liaison between Sales/Marketing and Engineering to assess and make design tradeoffs and prioritization decisions
- Identify, engage and/or support potential partner relationships that advance GRC's ability to scale development, sales, manufacturing, and/or support of the product
- Develop product pricing strategies and models that strike an appropriate balance of favorable competitive positioning and the company's profitability requirements
- Collaborate with Marketing to define product positioning, key messaging, and strategy
- Provide Marketing with content required for development of the Sales Tools that enable the Sales teams to effectively position the product within target markets
- Author/assist with the development of thought leadership content including white papers, case studies, and blogs
- A backup to GRC Solution Architects and Application Engineer(s) for technical support on sales calls

Job Requirements/Required Abilities:

- Minimum B.S. degree, preferably in Engineering
- 10+ years of experience in high-tech hardware/Infrastructure related product marketing/management/development roles desired (minimum 5 years required)
- Experience managing data center related products strongly preferred.
- Minimum 5 years of experience operating in companies of under $100M in annual revenue
- Demonstrated experience in developing MRDs based upon market research, sales feedback, and direct customer engagement
- Demonstrated experience generating PRDs that convert market requirements (as expressed in an MRD), into a practical set of design requirements from which Engineering can develop the product(s).
- 10+ years of experience partnering with outsourced manufacturers
- Team-oriented collaborative working style
- Ability to manage multiple projects and deadlines with attention to detail
- Able to adapt to changing project priorities in a fast-paced startup environment, comfortable with some ambiguity and a great sense of humor

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