

Product Launch Manager

To apply for this position, click [here](#)!

Are you ready to work in a cross-functional role to develop go-to-market plans for all new Calabrio products and services? Do you have a passion for marketing and a background in project management? This position works closely with Product Marketing, Product Management, Marketing Communication, Product Support/Service, Sales and the Executive team!

WHAT PROBLEMS WILL YOU BE SOLVING?

The Product Marketing Launch Manager plays a critical and central role in the Calabrio product launch process, with responsibility for developing and executing go-to-market plans for all new products and services. With accountability for ensuring products are launched into Calabrio and the marketplace successfully, this role requires someone with a combination of strong marketing skills, project/program management, consensus building, and an ability to coordinate resources from a variety of supporting teams.

WHAT SKILLS WILL MAKE YOU SUCCESSFUL?

- Manage all elements of the product launch process including value proposition articulation, development and execution of go-to-market plans and internal organizational readiness
 - Work with operational stakeholders to drive detail plans as appropriate.
 - Develop best practices to facilitate high quality product releases
- Apply the global product launch process to all product launches including inputs, timelines and key deliverables from cross-functional partners, managing multiple launches at the same time
- Maintain a calendar of future launches, communicating and educating launch process out to the operational stakeholders.
- Assist in the attainment of product revenue growth and attachment during the initial post-launch period through the development and implementation of new product marketing programs and enhancements to value proposition messaging

WHAT IS REQUIRED FOR YOU TO APPLY?

- 7-10+ years working experience in product marketing in the high-tech industry
- Demonstrated history of managing complex projects and executing on marketing plans
- Experience in launching new high tech products and communicating benefits
- Knowledge of the product development process
- BS/BA required or equivalent experience; MBA a plus

WHAT VALUES ARE IMPORTANT TO CALABRIO?

- Collaboration amongst teams
- Open communication across the company
- Ambitious
- Accountable
- Customer Success

Calabrio, Inc. is an Equal Opportunity Employer that values diversity at all levels. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, age, sexual orientation, gender identity, disability or veteran status.