

## Product Marketing Launch Manager

### POSITION SUMMARY

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. This position works closely with Product Marketing, Product Management, Marketing Communication, Product Support/Service, Sales and the Executive team.

### CORE EXPECTATIONS

- 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
- Understand the scope and operational requirements and impacts of all cross functional teams for each launch
- Work with the team to develop sales and partner training and any additional materials and information necessary to aid the Sales teams in effectively selling new products to prospective and existing customers
- Maintain a calendar of future launches, communicating and educating launch process out to the operational stakeholders.
- Coordinate regular launch team meetings, publishing notes and action items to team members.
- 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

### CORE COMPETENCIES

- Ability to quickly learn and understand Calabrio solutions
- Highly driven self-starter, motivated, with excellent communication and organization skills
- Strong attention to detail
- Able to effectively operate as a matrix manager in coordinating people and resources from multiple areas of the company
- Troubleshooting and creative problem solving skills
- Possess excellent written and verbal communication skills

- Ability to adapt well to new technologies
- Ability to handle several tasks and juggle multiple priorities
- Ability to work independently and productively in an unstructured environment
- Attention to detail in all areas of the position
- Other core competencies will be defined by your direct supervisor/manager

### **EDUCATION/EXPERIENCE**

- 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

### **WORKING RELATIONSHIPS**

- Report to the Senior Director of Product Marketing
- Work closely with peers, group leads and other employees and departments within Calabrio
- Work directly with customers and partners

### **COMPANY POLICY/PROCEDURES COMPLIANCE**

Follow all company policies and procedures as well as local, state and federal laws concerning employment to include, but not limited to: I-9 information, EEOC, Civil Rights and ADA.

### **BENEFITS**

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive compensation and extensive benefits package including paid time off, medical, dental, vision and 401k benefits and future growth opportunities within the company. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning and culture. To learn more about our company please visit: [www.calabrio.com](http://www.calabrio.com).

To learn more about careers at Calabrio visit our [website](#)

### **INTERESTED IN THIS OPPORTUNITY?**

To apply, click [here](#)!

## ABOUT CALABRIO

[Calabrio](#) is a customer engagement software company that provides analytic insights to catalyze growth through customer service contact centers. The [Calabrio ONE®](#) software suite empowers everyone in an organization, from contact center agents to the CEO, with easy-to-use tools that provide a better understanding of the customer. Every customer interaction yields insights that expand customer-consciousness, which is how leading companies now drive growth and long-term corporate prosperity.

Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named “Leader” by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2015). The company is also a member of the Cisco Solution Partner Program and the Avaya DevConnect program.

Find news and information at [www.calabrio.com](http://www.calabrio.com). Follow [@calabrio](#) on Twitter.

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