



Director, Product Marketing

We are looking for an exceptional product marketer to boost growth by driving strategy, awareness, and adoption of XONA's products and services throughout the buyer's journey. You will also help build and lead the product marketing team as the company grows. You will create and oversee XONA's product marketing strategy, buyer personas & pain points, collateral development, sales & partner enablement tools & activities, competitive analysis & comparisons, and execution of go-to-market plans. This leader will work closely with cross-functional partners across Marketing, Sales, Channel, Product, Design, and Comms. The Director of Product Marketing will contribute to high-impact go-to-market strategies ranging from top-of-funnel awareness campaigns down to lower-funnel conversion campaigns.

Responsibilities

- **Product Advocacy.** Deep understanding of the product roadmap across the entire lead lifecycle to create compelling messaging and content (blogs, webinars, white papers, solution briefs, videos, presentations) that highlight the differentiated value to reach the target buyers and customers.
- **Positioning & Messaging.** Identify and develop positioning that uniquely differentiates XONA products/services, including understanding the changing competitive landscape, compliance regulations, and industry requirements.
- **Industry & Thought Leadership.** Own analyst and public relations. Represent the company at industry events, conferences, webinars, social media, and as a spokesperson for analyst and press coverage.
- **Personas Expert & Champion.** Who they are, how they buy, what concerns them, and their buying criteria. Be their champion.
- **Sales, BDR, & Channel BFF.** Coordinate with sales and channel leadership to define sales initiatives; create and deliver effective enablement content and sales tools that help salespeople identify opportunities and communicate our unique value throughout the sales cycle. Provide and support Sales, Channel, and BDR teams training.
- **Sales and Marketing Tools.** Create collateral, white papers, presentations, videos, blog posts, and more to communicate the value proposition of our products and services.
- **Sharing & Storytelling.** Ability to use storytelling when communicating in various situations, technology, and getting prospects to that "ah-ha" moment. Ability to articulate technical features and differentiators into clear and compelling value propositions and messages based on customer requirements.
- **Demand Generation Support.** Collaborate with the campaign team to develop focused marketing campaigns to drive pipeline and achieve revenue growth objectives.
- **Launches.** Plan the market launch of new product releases and manage the cross-functional implementation of the plan. Align and work with external PR firms to build awareness and get the key message across to our target audiences.

Requirements

- 5-8 years of product marketing experience in cybersecurity.
- Data and Results-driven to understand and solve business problems, advance our brand narrative, and resonate with prospects and customers.
- Innovative thinker that is creative, willing to take risks, analyze, and evolve.
- Highly effective communication skills and ability to influence others.
- Proven experience marketing to enterprises and technical buyers.

- Ability to develop and implement processes to scale product marketing team.
- Strong attention to detail, self-starter, requires minimal supervision and can prioritize workloads.
- Marketing cybersecurity products and services to OT is a definite plus.
- Some limited domestic and international travel may be needed.
- Bachelor's degree or relevant experience.

Highly Desirable

- High-tech, start-up, rapid growth company experience.
- Experience messaging to Operation Technology, Critical Infrastructure, and Industrial networks
- Knowledge of compliance and regulations for OT & Critical Infrastructure
- Mentoring and managing a team
- Bachelor's/Master's in business, marketing, communications, or technical degree

Benefits of working at XONA

- Remote-friendly culture
- Competitive compensation and equity awards
- Vacation and flexible working arrangements
- Comprehensive health benefits (medical, vision, dental)
- 401k plan with 3% match
- Fun, upbeat, ethical, and likeminded people working toward a single goal

About XONA Systems

Our mission is to provide secure access to critical assets and networks without compromising security.

We have a vision of IT, OT, and Cyber Security teams seamlessly working together more efficiently and effectively using XONA's Remote Operations Platform securing access to critical infrastructure.

Our platform provides secure remote and mobile operations within a Zero-Trust architecture and consists of Critical System Gateway (CSG) and Remote Operations Access Manager (ROAM). The CSG allows users the full capability to remotely monitor and instruct asset operations, diagnose, and troubleshoot alarms and issues, and provide data on user analytics to any mobile device or central control rooms. ROAM provides an enterprise centralized management platform for a network of CSGs.

Our products are currently used across multiple industry segments, including aluminum and chemical manufacturing, oil and gas, power generation and distribution, solar, hydroelectric, and wind power. XONA has a global reach, including being trusted by GE, Baker Hughes, and other industry giants to deliver unmatched security without slowing the speed of work.

To apply, please send your resume to careers@xonasystems.com.