

## Datadobi – VP of Marketing - US

### VP of Marketing

Supports: Global markets

#### Job description

As the Vice President of Marketing, you will be a key member of the executive team, reporting to the Chief Revenue Officer, responsible for developing and executing comprehensive marketing strategies that elevate our brand, expand our market presence, and help drive revenue growth globally. In partnership with the Chief Revenue Officer, you will develop a comprehensive go-to-market plan that will drive lead generation and expand global awareness of Datadobi and its solutions. Having successfully created and become the leader in the unstructured data migration market, Datadobi is now in a unique position to become the leader in the rapidly developing market of unstructured data management. This role will help Datadobi realize its potential in its most lucrative region and achieve three-digit growth.

#### Key responsibilities include:

**Strategic Leadership:** Develop and execute a cohesive global marketing strategy aligned with the company's business objectives and integrated with product and sales strategies.

**Drive Growth:** In partnership with sales leadership, assist in driving revenues to \$100m RR, while growing awareness, and expanding our demand generation capabilities.

**Brand Development:** Enhance brand equity and awareness through innovative campaigns, storytelling, and market positioning.

**Market Expansion:** Working with the CRO and the Vice President of Product Marketing help identify and prioritize new market opportunities and create go-to-market strategies to support business growth.

**Demand Generation:** Lead and develop multi-channel demand generation initiatives to drive customer acquisition and retention.

**Product Messaging:** Oversee product positioning, messaging, and value propositions to ensure alignment with customer needs and market trends.

**Marketing Content Development and Management:** Collaborate with sales and product teams to create marketing collateral, presentations, and partner with sales enablement to support creation of sales collateral and playbooks.

**Digital Tooling:** Leverage digital marketing technologies and analytics to optimize performance and ROI across all campaigns.

**Cross-Functional Collaboration:** Partner with sales, customer success, and product teams to ensure alignment on messaging, campaigns, and go-to-market strategies.

#### Planning, Performance Tracking and Optimization:

- Play a critical role in business planning, working closely with other senior executives to develop plans, resource requirements, and influence our long-term business strategy.

- Monitor and report on key performance indicators (KPIs) to measure the effectiveness of marketing strategies and campaigns.
- Set marketing and demand generation metrics to measure effectiveness of marketing investments
- Continuously refine strategies to support changing market conditions and business objectives.

**Budget Management:** Oversee the global marketing budget to ensure efficient allocation of resources and maximum impact.

## **The successful candidate's required skills and experience:**

5+ years of experience in marketing leadership roles, with a strong track record in global B2B technology companies.

Bachelor's degree in marketing, Business, or a related field (MBA preferred).

### **Skills and Attributes:**

- Entrepreneurial - willing to go the extra mile, strong work ethic, resourceful, "get it done" attitude
- Proven success in driving growth through innovative marketing strategies and data-driven decision-making.
- Hands-on expertise in digital marketing, brand strategy, demand generation, and product marketing.
- Strong understanding of the technology industry and trends affecting [specific technology field].
- Excellent communication and interpersonal skills, with the ability to influence stakeholders at all levels.
- Proficiency in marketing technologies, CRM systems, and analytics tools.
- Previous experience of working with European companies is helpful.

### **Soft Skills:**

- Strategic thinking with a high degree of creativity and innovation.
- Collaborative mindset with a passion for driving organizational success.
- "Roll-up your sleeves" orientation to drive execution and follow-up
- Ability to work across multiple teams within a matrix organization.
- Resilience: Ability to stay focused and composed in the face of challenges, and to persevere in achieving goals despite obstacles or setbacks. Demonstrated ability to adapt and thrive in a dynamic and complex environment.
- Comfort with ambiguity: Ability to navigate and excel in uncertain and complex situations.

## **What we offer:**

The successful candidate will receive a competitive remuneration package commensurate with their skills and experience.

<https://datadobi.com/>