

ABOUT CYIENT

Cyient is a leading consulting-led, industry-centric, global technology solutions company. We enable our customers to apply technology imaginatively across their value chain to solve problems that matter. It could be anything from a quieter flight to a safer train journey, a more reliable energy supply, or a quicker Internet connection. Our 14,000 associates are located in over 20 countries and support 12 industries, including aerospace, rail transportation, automotive, communications, healthcare, and life sciences. We are committed to designing tomorrow together with our stakeholders and being a culturally inclusive, socially responsible, and environmentally sustainable organization.

Why should you join the Cyient Marketing Team?

- Multi-dimensional growth and excellent career prospects
- No two days are ever the same
- There is no limit to what you can do
- Fun-loving, fast-paced and challenging environment
- Constant innovation and learning

ABOUT THE ROLE

Marketing Manager - North America

Reporting into: Global INDUSTRY marketing head

The field marketing manager will be responsible for planning, organizing and executing programs for improving brand visibility, strengthening customer engagement, generating new prospects and advance existing opportunities for the sales teams in North America region. This individual will be responsible for leading demand generation and customer engagement strategy through trade shows, road shows, webcasts, digital campaigns and email campaigns.

The candidate should be open to travel as and when needed

Core Responsibilities:

- Responsible for taking the Go-To-Market strategy and developing a comprehensive marketing plan to support the growth expectations of the region
- Work with the management team to monitor market trends and competitive activities and implement initiatives to drive wins over the competition
- Identify avenues for thought leadership through speaking opportunities that are aligned with industry specific themes
- Ideate and implement CXO level engagements or engagement with customer advocates / promoters / partner allies
- Grow and nurture the influencer ecosystem through analysts, advisors, industry bodies

- Evaluate, select and manage vendors that contribute to local demand creation programs including event venues and services

Educational Qualification & Experience

- Bachelor's degree in Engineering; MBA in Marketing, Strategy or Business Management preferred
- 7+ years of marketing or product experience in related technology, industry, or manufacturing sector, with demonstrated capability in product, service, or solution commercialization

You will have an edge above the rest if you have the following:

- Strong business acumen and understanding of account-based marketing, deal-based intelligence, and content marketing
- Proven ability to write thought leadership pieces, blog posts, internal communications, and enablement
- Strong multi-tasking skills; comfortable working on multiple projects
- Collaborative and able to manage internal and external relationships and execute programs effectively across functions and geographies
- Research and assessment capabilities of competitive positioning
- Good communication skills, both written (PowerPoint, Word) and verbal English
- Ability to work in a fast pace environment and willingness to do both strategic and tactical tasks, travel as required to engage with business partners or customers

CTC:

11 LPA + based on work experience.

CONTACT:

These requirements are in the **Marketing space** and they are for the **Chief Marketing officer's team**.

Kindly share your updated profiles to Snehithram.Pappu@cyient.com