Director of Marketing

OVERVIEW

Company Description:

Tagup is reinventing the way industrial businesses track equipment data. We connect industrial equipment to the Internet, monitoring controls data, maintenance actions, and any variety of non-operational data in real-time. Our team's core machine learning technologies were developed at MIT's Computer Science and Artificial Intelligence Laboratory.

We have a variety of projects with leading industrial companies around the world, and are growing the team to deliver a powerful solution to our customers. Team members will have the opportunity to work closely with the founding team at a rapidly growing startup.

Location:
Somerville, MA

POSITION DESCRIPTION

In this position, you will lead the team's strategic marketing efforts: establishing sales channels, building and implementing our core go-to-market strategy, and quantifying our value proposition for our customers' benefit. You will work closely with the founders and field engineering to deliver a cutting-edge solution to our industrial clients. You will lead marketing efforts across the company and grow a high-caliber marketing team over the upcoming quarters.

Responsibilities:
- Story Telling – Ability to communicate Tagup's vision to diverse audiences, and to span messaging from high-level brand awareness to feature-level product differentiation
- Metrics – Data-driven decision making, analytical rigor, and a bias towards experimenting quickly and scaling the programs that produce results
- Creativity – Thrives in an environment without a set playbook, is excited to build a scalable, high-impact marketing program
- Leadership – Track record of hiring and developing strong talent; "leads from the front", with deep knowledge of operational details and a willingness to get hands dirty

Desired skills:
- 10-15 years professional experience
- 4-6 years in B2B technology marketing at the Director or VP level
- Expert-level command of product marketing (messaging, product launches, sales enablement, etc.)
- Experience with events / field marketing, communications, digital marketing, and marketing automation
- Deep understanding of B2B SaaS sales (experience with both SMB and enterprise businesses is a plus)
- Strong writing, communication, and presentation skills
- Strong data analysis skills, comfortable analyzing campaign results, working in financial models
- Experience leading multiple teams

Bonus Points:
- Experience in heavy industries, especially power generation, electric utilities, mining and manufacturing
- Experience in enterprise software, especially for industry (DCS/SCADA, historians, CMMS)
- Background in software development and industrial automation