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# Example of Senior Product Marketing Manager Job Description

Our company is growing rapidly and is looking to fill the role of senior product marketing manager. If you are looking for an exciting place to work, please take a look at the list of qualifications below.

## Responsibilities for senior product marketing manager

* Maintain a deep understanding of the business strategies for our global Sales, Service, Support and Marketing organizations
* Partner with field and global marketing teams to help drive the solution strategy that drives awareness, demand, sales and client satisfaction in the North America Enterprise marketplace
* Analyze the market and competitive situation (leverage Competitive Insights Marketing Manager) using existing client, competitive and market data to create product marketing strategies that keep our solutions aligned with the market
* Drive differentiated value proposition, messaging and competitive positioning for Customer Insights, laddered to the Dynamics 365 value proposition and messaging
* Partner with Technical Product Marketing and R&D on an ongoing basis to deliver value position, produt strategy and roadmap
* Manage end-to-end GTM and product lunches to ensure field and partner readiness for Customer Insights
* Optimize the positioning, messaging and marketing strategies for specific segments, verticals and target personas
* Influence the offering strategy including pricing, packaging, product enhancements and sales incentives directed at the uniqueness of each of our target markets
* Translate in-depth market, consumer, dental professional and competitive analyses into winning connected concepts
* Integrate these new concepts into the OHC Connected Platform roadmap to uniquely build competitive advantage though both app services and data in local markets

## Qualifications for senior product marketing manager

* Bachelor or Masters Degree in Business, Marketing or related fiel
* Cloud experience and Computer Science degree is desirable
* Willingness to work in an office in Amsterdam, The Netherlands
* Business, technical product marketing or operational background with an MBA preferred
* 7+ years of experience and a proven record in project management, with flawless planning, execution, and optimization
* Deep understanding of Commercial audiences - Business Decision Makers preferred