

Senior Product Marketing Manager

Location: Western Europe or US

Introduction to TM Forum

TM Forum is a global association of over 850-member companies that generate US\$2 trillion in revenue and serve five billion customers across 180 countries. We drive collaboration and collective problem-solving to maximize the business success of communication and digital service providers and their ecosystem of suppliers around the world. We support members as they navigate their unique digital transformation journeys, providing practical and proven assets and tools to accelerate execution, and platforms to facilitate collaborative problem solving and innovation. You can learn more at www.tmforum.org.

Our vision is to drive the next wave of digital business growth – the digitization of every industry – by providing a common innovation platform to connect businesses, industries, and ecosystems. We do this in a highly practical and agile way through collaboration programs and communities which lead to rapid prototypes – ranging from digital business models to Open APIs – that have real world commercial applications.

Complementing our collaboration programs, the Forum provides thought-provoking digital business research and media, industry best practices and standards, along with training programs to accelerate adoption, and events and workshops which connect top business & IT leaders to learn, network, and develop meaningful partnerships.

The TIME Collaboration Methodology

A central pillar of our work is identifying the latest technology issues impacting our members, bringing members to collaborate with each other to find scalable solutions and ideas. We help our members turn the outputs into tools, training and services that other members can use, so they can further their digital transformation. We codify this collaboration methodology as ‘TIME’ because we give our members ‘TIME’ so they can go faster in their digital transformation.

TIME stands for ‘Think’, ‘Innovate & Make’ and ‘Execute’. Each of these three phases is program managed: Think is managed through the work of advisory boards, conference producers, and research and media teams; Innovate & Make is managed by our long-established industry collaboration team. Now we are looking for a Senior Product Marketing Manager to improve and develop the program management of the ‘Execute’ phase of our methodology, both retrospectively – improving what we already have, and proactively - going forward with current and new initiatives.

Senior Product Marketing Manager

The Senior Product Marketing Manager has at least ten years’ relevant experience of bringing new products to market alongside a B2B telecoms technology product management team. The successful candidate follows a methodical approach which they can explain and coach others in, an example being the Pragmatic Product Management methodology.

The Senior Product Marketing Manager has an in-depth domain knowledge and understanding of the operational management of telecoms industry and a working knowledge of TM Forum’s Framework methodology, including eTom, TAM & SID. It is an advantage if the Manager has been certified in various TM Forum courses. The Manager will have a working grasp of the principles behind cloud-

based architectures and microservices, APIs, software defined programmable networking, network function virtualization, zero-touch operations, artificial intelligence and autonomic orchestration. They will also be interested in the latest industry developments in agile business operations, including work of Linux on ONAP and TM Forum's Open Digital Architecture.

The Senior Product Marketing Manager has a track record of working with engineering and product management colleagues to turn ideas into commercially successful products, training courses, and solutions; including work on market research; business plans; pricing; partnerships and channel management; go-to-market planning, and other similar pre-commercialization activities.

The Senior Product Marketing Manager will work closely with the Director of Marketing Campaigns to develop go-to-market activities; and with the Director of Membership Marketing to educate and train TM Forum's direct salesforce. In the launch phase, the Manager will be responsible for producing messaging documents and briefing journalists and analysts and writing briefs to be used by other senior colleagues in journalist and analyst briefings. The Manager will manage member/customer success and feedback and provide important input to commercial managers' strategic product roadmap. Over time the Senior Product Marketing Manager will develop an 'Execute' 'product portfolio' perspective, and feed back into the earlier phases of TIME, to advise members and colleagues on what works well and what does not as a final stage of their collaborative work.

The Senior Product Marketing Manager will report both to the Chief Marketing Officer, and to the Executive Vice President of Collaboration.

Job Specification

Must have

- Telecom operations & IT domain expertise
- A track record of working with product management colleagues to bring new product development to market
- A track record of working with marketing colleagues to launch product marketing campaigns
- Experience of briefing media and analysts and good presentation skills
- A track record of analyzing why certain products are gaining traction and others are not
- Experience of using a methodology to manage this process, and an ability to explain and coach others on this methodology
- Experience working alongside senior sales leadership colleagues
- Highly proficient Microsoft Office user: word, PowerPoint, excel

Nice to have

- Experience of working in a collaborative technology development / standards environment
- An understanding of TM Forum's Framework, eTOM, TAM & SID and its Open APIs

Person Specification

- You have at least ten year's hands-on relevant experience, with a successful track-record
- You are a confident communicator who brings people with you
- You can synthesize many sources of information and can calmly influence members and colleagues to create successful outcomes
- You enjoy planning, metrics and taking a portfolio view
- You know when to talk and when to get your head down and work to meet the deadline
- You avidly read the business and technology press and take a deep interest in what's going on
- You are used to working remotely with colleagues in different time zones, different continents, as part of a distributed global team

For immediate consideration, please email your resume to recruit@tmforum.org.

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