

VP Marketing

Ottawa

Our client is seeking an experienced VP Marketing to lead the strategic and tactical marketing efforts for its product line. The ideal candidate will have experience in a broad range of marketing disciplines including, product management/requirements definition, strategic positioning and messaging, public relations, competitive analysis, marketing communications & advertising.

The successful candidate will have a track record of successful products under their belt and have a demonstrated skill of deeply understanding customer needs translating them into effective products and communicating the company's unique value proposition to the appropriate decision makers through creative means.

Must haves:

- B2B and B2C Product Marketing experience
- Marketing software directly to the consumer - preferably marketing internet access software solutions

Experience & Requirements:

- Product Marketing
- Product Management
- Corporate Marketing with Start Up Organization
- Creating a bottom line difference
- Some Communications Experience
- Demonstrated successful track record
- MBA or other Graduate Degree
- Minimum 10-12 years experience in a variety of marketing functions
- Software product management and product marketing experience
- Excellent written and verbal communication skills
- Experience with customer interaction and salesmanship
- Successful track record of Internet related marketing communication
- Strong technical background/ability to understand and translate complex technical concepts into effective marketing communication.
- Extensive experience understanding and creating compelling ROI justifications