



BlockApps

Product Marketing Manager

Company Overview

BlockApps is an enterprise blockchain company that develops industry applications on our own blockchain platform, STRATO, to enable traceability across enterprise value chains. Our customers include Fortune 500 companies such as Bayer Crop Science (the world's largest seed company), Blockchain for Energy (a consortium of the world's largest energy companies including Repsol, Chevron, ExxonMobil, Schlumberger and more), and the U.S. government. BlockApps has launched several industry initiatives, including TraceHarvest (agribusiness traceability), TraceCarbon (sustainability tracking), and the Enterprise Ethereum Alliance (world's largest open standards blockchain organization). For more information, visit and contact us at www.blockapps.net, or find us on social media via [LinkedIn](#), [YouTube](#) and [Twitter](#).

Job Description

As a **Product Marketing Manager** at BlockApps, you will determine the most appealing features of our products and promote them to prospective and current customers. You will be an expert on our products to properly market them and to inform customers of their value and benefits. You will conduct thorough research on competitors and will perform market research to understand customers' needs.

You will also be a creative and quantitative thinker and should be familiar with various product marketing techniques, like demand generation and pricing strategies. This includes defining the product's positioning and messaging, launching the product, and ensuring salespeople and customers understand it. This position reports directly to the VP of Marketing.

Roles & Responsibilities

The Product Marketing Manager will drive go-to-market strategy, messaging, positioning, sales enablement, and content for BlockApp's offerings as well as efforts targeting specific industry verticals. This includes:

- Defining solution positioning for BlockApps' offerings including clear differentiation, use cases, and value propositions that can be understood both internally and externally.
- Developing campaign content and messaging (e.g. messaging frameworks, customer presentations, videos, blogs) addressing all stages of the marketing and sales funnel.
- Maintaining a deep understanding of the market landscape, trends, competitor capabilities, and customer use cases.
- Planning and leading product rollouts that showcase innovation to customers, prospects, analysts, and internal stakeholders.
- Enabling sales teams with the training they need to be successful, and the tools to drive action (pitch decks, battlecards, customer stories, call scripts, etc.).



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- Proactively collaborating and driving alignment across internal teams (including Development, Customer Delivery and Sales) to define appropriate product marketing mix, strategy, and go-to-market activities.
- Measuring and internally socializing how your activities support revenue growth and customer satisfaction.
- Managing strategic initiatives and programs to drive new customer adoption and help existing customers get more value out of our software.

Requirements/Skills

- 4+ years' product marketing experience at product-driven company, preferably at an early-stage software/SaaS business.
- Ability to craft compelling messaging that succinctly conveys how a solution works, why it's important to the target audience, and how it uniquely helps customers.
- Excellent program/project management skills with ability to drive complex strategic and operational initiatives.
- Outstanding strategic thinker with a customer-centric mentality.
- Ability to prioritize tasks and manage deadlines, with acute attention to detail.
- An exceptional communicator, who can write, present, and effectively adjust messages to meet individual audiences and organizations.
- Ability to navigate, facilitate and influence across senior stakeholders to establish buy-in and agreement
- Track record of driving transformation and partnering closely with cross-functional teams.
- BSc/MSc degree in Marketing or related field preferred.

Please send a copy of your resume to careers@blockapps.net along with the position(s) you are interested in.



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