

Integrated Biometrics Director of Marketing Post

Integrated Biometrics (IB) is looking for a seasoned, B2B marketing leader who can build an innovative, global, go-to-market strategy that understands both two-tiered sales and end user market strategies. This marketing leader is unique, passionate, and possesses the vision and experience to lead a high-growth company.

IB is looking for that rare individual who lights up at the challenge of breaking the status quo by bringing our approach to fingerprint biometrics into American and global organizations. This person will report directly to the EVP of Sales and Marketing and will build and lead a team of high-performing marketing professionals. The successful candidate will be someone who embraces IB's values and is inspired by our vision to become the world's leading provider of FBI Certified, fingerprint sensors.

WHAT YOU'LL DO

- **Leadership:** Hire and build out a world class marketing team. Coach and develop internal talent. Inspire and empower greatness, bring out the best in people, be receptive to feedback, have a passion for results, embrace servant leadership.
- **Strategy & Planning:** Set current and long-term goals; gain buy in from your team, define and implement a cohesive strategic marketing plan designed to meet both revenue goals and promote IB to the forefront of our global market.
- **Budgeting & Reporting:** Set and oversee the annual marketing budget and spend. Prepare regular marketing budget reports.
- **Messaging & Positioning:** Craft a compelling narrative on how IB presents itself to the world.
- **Brand & Editorial:** Create a distinctive brand which will differentiate IB from legacy providers. Define the visual identity, editorial voice & tone and train all customer facing teams to represent the brand and ensure consistency. Fuse the brand into the customer facing properties and within the product itself.
- **Sales Enablement:** Partner closely with sales team and sales leadership to identify and create world class enablement materials including spec sheets, case studies, whitepapers, PowerPoint presentations, demos, and competitive materials.
- **Product Synergy:** Work closely with product management on defining roadmaps, understanding competitive threats, understanding our users.
- **Demand Generation:** Create a scalable demand generation machine. Leverage SEO and web to drive leads. Make our website sticky, develop inbound marketing programs aimed at international lead generation. Assure leads get to sales team.

- **Partner Program:** Create an industry leading partner program with the ultimate goal of encouraging premier partners to represent IB as their only FBI fingerprint sensor provider while also showcasing IB's LES technology.
- **Content Marketing:** Develop a deep set of rich content that will engage, educate and entertain prospects and customers alike.
- **PR:** Build momentum and buzz by shaping and capitalizing on the IB vision. Target and develop key press relationships. Tell the world our story.
- **Customer Stories:** Bring to life the incredible transformational stories of our customers. Build relationships with existing customers, obtain sign-offs and secure interviews.
- **Field Marketing:** Manage our events strategy across external and internal events. Deliver an incredible experience when prospects interact with our brand at physical events.
- **Entrepreneurial Operating System (EOS):** Drive the adoption of EOS processes throughout the marketing department. Measure, score and manage your team and projects via EOS procedures.
- **Engage with IB's Extended Team:** Communicate with members of IB's facilities in Korea and Arizona to gain support for ongoing projects and overall marketing vision.
- **Travel** – Some domestic and international travel will be required (20%).

WHAT YOU'LL BRING

- 10+ years of online marketing experience ideally with B2B
- Ability to attract, build and empathetically lead a world class marketing team
- Experience working as a partner with finance and managing marketing budgets with demonstrated success
- Experience in content marketing
- Cross-functional collaboration skills and org savvy with demonstrated experience working with all business functions
- Understanding of Salesforce.com
- BA/BS degree required

WHO YOU ARE

- Energetic and optimistic: your energy is contagious, builds momentum and draws people in
- World-class verbal, written and visual storyteller with a unique understanding and experience delivering on what it takes to stand out from the competition
- A background in security, biometrics or law enforcement will allow you to get up to speed in the market quicker – but is not mandatory
- A past in two-tiered technical sales adds to your understanding of the needs of internal clients
- Multilingual (a plus)
- Located in the Greenville/Spartanburg, SC area (preferred)

ABOUT IB

Integrated Biometrics, LLC designs and manufactures FBI-certified fingerprint sensors for law enforcement, military operations, homeland security, national identity, election validation, social services, and a wide range of commercial applications. The company's patented light emitting sensor technology enables lightweight scanners that outperform traditional prism-based devices in size, power consumption, portability, and reliability. Identity management solutions providers, government agencies, and corporations around the world rely on Integrated Biometrics' products to enroll and verify individual identity quickly and accurately, even in remote locations.

Core Purpose:

Integrated Biometrics goal is to be the world's largest provider of FBI Certified fingerprint sensors for the global identity market. We enable convenient, accurate finger print identification.

Core Values:

- Accountable
- Resourceful
- Results Oriented
- Persistent / Diligent
- Customer Focused (external and internal)
- Curious

Permission To Play Values:

- Reliable / Trustworthy
- Co-operative
- Good Listener
- Team Player
- Respectful
- Honest
- Friendly
- Helpful
- Display Common Sense