



## JOB DESCRIPTION

<b>Job Title:</b> Product Marketing Manager	<b>Location:</b> Integrated Biometrics, LLC Atlanta, GA / Spartanburg, SC / Remote
<b>Reports To:</b> Director of Marketing	
<b>Job Description</b>	
<p>Integrated Biometrics (IB) is looking for a B2B Technical Product Marketing leader who can build an innovative, global, go-to-market strategy that understands both two-tiered sales and end user market strategies. She/He is a unique, passionate, and cutting-edge marketing leader with the vision and experience to lead the product experience in a high-growth company.</p> <p>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 US and global organizations. This person will report directly to the Director of Marketing and be responsible for representing our hardware and software products in ways that strengthen our brand and boost sales. 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 high-resolution fingerprint biometrics.</p> <p>For this role, you be a creative and quantitative thinker. You should be familiar with various product marketing techniques including product promotion and pricing strategies. Your goal will be to develop and implement the most profitable plans to position and promote our products.</p> <p><b>WHAT YOU'LL DO</b></p> <ul style="list-style-type: none"><li>• <b>Leadership:</b> Coach and develop internal and external customers on IB's product leadership. Inspire others, be receptive to feedback, have a passion for results, embrace servant leadership.</li><li>• <b>Strategy &amp; Planning:</b> Set current and long-term product release goals; define and implement a cohesive product marketing plan designed to meet both revenue goals and promote IB products to the forefront of our global market.</li><li>• <b>Messaging &amp; Positioning:</b> Craft a compelling narrative on how IB presents its products to the world. Guide social media, public relations and content creation with both technical and usability aspects of both software and hardware solutions.</li><li>• <b>Brand &amp; Editorial:</b> Support IB's distinctive brand which will differentiate us from legacy providers. Define the visual identity, editorial voice &amp; tone and train all customer facing teams to represent our products to ensure consistency.</li></ul>	



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- **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:** Support IB's demand generation machine. Provide product knowledge for SEO and web applications to drive the knowledge base.
- **Content Marketing:** Translate technical details into benefits for the user. Develop a deep set of rich content that will engage, educate and entertain prospects and customers alike. Own final release of all product documentation and promotional materials.
- **PR:** Support the PR team with key product content and messaging.
- **Customer Stories:** Work closely with content creators to bring to life the incredible transformational stories of our customers experience with IB's products. Build relationships with existing customers, understand and develop their use cases.
- **Field Marketing:** Support our events strategy across external and internal events. Deliver an incredible product experience when prospects interact with our brand at physical events.
- **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.
- **Investigate, Test and Experiment:** Use your curiosity to scrutinize both IB and our competitors' products. Provide ideas for updates and improvement.
- **Travel** – Some domestic and international travel will be required (20%).

### WHAT YOU'LL BRING

- A lifetime of curiosity. You've taken apart your family's vacuum cleaner, built model airplanes, love Rube Goldberg machines, played Sim City.
- 3 years engineering, sales engineering, or technical marketing experience ideally with B2B.
- Cross-functional collaboration skills and org savvy with demonstrated experience working with all business functions.
- BA/BS degree required.



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### 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.

IB is a global company and working remotely is possible. Location preference is Southeast USA with Atlanta or Upstate SC area targeted.

In early 2017, Integrated Biometrics adopted the Entrepreneurial Operating System (EOS) – as taught in TRACTION by Gino Wickman. We use this approach for the overall foundation of the organization. The results have been good to excellent. Naturally, we continue to extend EOS to all levels of the organization. It has become an important part of our culture of achievement.

Our executive offices, including marketing, finance, accounting, domestic logistics and strategic engineering, are based in Spartanburg SC. Our manufacturing and product / process / engineering offices are outside of Seoul, South Korea. We also have an expanding R&D lab and film production facility in Chandler, AZ. The majority of IB's sales resources work remotely across the globe.

IB has been recognized as one of the South Carolina Top-25 Fastest Growing Companies in 2016, 2017, 2019 and 2020 and in the Inc. 5000 Fastest Growing Companies for 2016, 2017, 2018, 2019 and 2020.



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### **Core Purpose:**

- Provide finger-print identity sensors, solutions, and services to the world.

### **Core Values:**

- Customer-focused
  - Friendly – Cooperative – Good Listener – Respectful
- Get Things Done
  - Persistent – Curious & Innovative – Results Oriented – Proactive  
Resourceful Common Sense – Helpful – Enthusiastic – Adaptable
- Accountable
  - Trustworthy – Team Player – Cooperative Relationships – Honest – Reliable –  
Quality Work Unbiased Behavior – Support for Workplace Diversity

Responses can be sent to: [jobs@integratedbiometrics.com](mailto:jobs@integratedbiometrics.com)