

## **Product Marketing Manager - Multimedia**

### **About the role**

Product Marketing Manager – Multimedia will be the champion for Terranet in this segment. The role is to evangelise our product vision and forming strategic alliances together with key global multimedia content distributors and platform providers from Hollywood to Silicon Valley, Scandinavia and new entrants in South East Asia. The goal is to win engagements and secure Terranet be the market leader in offline tethering video streaming connectivity.

The ideal candidate will be able to drive the product marketing conceptualization and requirement process based on customer input, articulate value quantification, monetize and calculate how projects can achieve return on investment. You will work with our senior team as well as product innovation and embedded software/system-on-chip integration team in Lund, San Francisco, India and Asia on target identification, go-to-market strategy, planning and tactical execution to achieve expected business goals and growth.

This is a position that involves a flexible style, a strong imaginative and entrepreneurial mind, analytical thinking, creative instinct and notoriety in the industry. Granted the size of our unit and the swift changes in the business, you are expected to cope with being 'parachuted' into new theatres on ad-hoc missions with short notice and operate independently at the field by doing 'special reconnaissance' and collect business intelligence to build a conceptual framework of the use cases. Experience in product marketing, packaging and profiling of consumer products within telecom, software and multimedia segment is essential. Experience or knowledge of app advertising and the gaming community too are considered to be valuable as well.

### **Your responsibilities**

- Target identify, initiate leads and negotiate deals amongst prospective partners in the multimedia ecosystem
- Manage internal capture teams to qualify initiative with partners and end-users from inception to implementation
- Revenue pipeline generation

### **Your profile**

- At least 6-7 years + experience and well-connected and versed in the mobile-multimedia space.
- Highly developed interpersonal and communication skills.
- Experience in software/technology sales and marketing
- Track record of/or proven understanding on contribution to revenue growth and expanding the foot print in the assigned markets
- Experience of business intelligence, business-to-consumer marketing solutions inside multimedia.
- Track record of, or evidenced understanding on how to successfully creating alignment between sales and engineering teams.
- Be systematic, but at the same time agile and opportunistic.
- A clear knack for doing cold-calls and elevator pitches is one of your strongest assets.
- Aptitude to make the relevant priorities under stress and hectic circumstances
- You must sincerely appreciate the 'rock'n roll' style and rapidly changing environment of a small company. Also, the cyclical nature and uncertainty of the business does not negatively influence your progress and performance

**Assignment** Product Marketing Manager, Multimedia.

**Mandate:** Specific accountability and budget to hire. Report to VP of Multimedia.

This role is based in Lund, Sweden. The role also requires frequent travelling of about 35% of the time, mostly in U.S and Asia.

Does this sound like an interesting opportunity and challenge? Please send us your CV and cover letter in English as soon as possible.

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At TerraNet, we're committed to user experience, making it easier for connecting people in offline networks to have the same experience as if they were offline. We want the users to make transformative discoveries and synchronisations of their mobile content, video and music streaming, data and voice. We want to enhance everyone's natural ability to be empowered to share without infrastructure dependencies their content. That is how value is created at the user level.

What makes you TerraNet?

Would you like to work for a great company where you can make a difference? If you love simplicity and share a passion to challenge the conventional, here is your chance to make a career of it. TerraNet offers a fast paced, high-energy, innovative, global and team-oriented culture, with a flexible and exciting work environment, as well as plenty of opportunities for you to grow as a professional and as an individual.

If your passion for front-end technology has driven you to seek knowledge and experience in mobile technologies then this could be the right opportunity for you!

Our new and growing team is aiming to conquer the multimedia market with our next generation software connectivity concepts, products and solutions.

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*Terranet is not accepting unsolicited assistance from search firms for this employment opportunity. No fee will be paid in the event the candidate is hired by Terranet as a result of the referral or through other means.*