



## Grow with us!



Acronis is a global provider of storage management software that enables corporations and individuals to move, manage and maintain digital assets.

Acronis sells innovative solutions for disaster recovery, server consolidation and virtualization migration, which allow users to maintain business continuity and reduce downtime in computing environments.

Acronis software products are sold in more than 180 countries and are available in 15 languages.

### EMEA Product Marketing Manager (f/m)

The EMEA Product Marketing Manager, based in **Paris**, will analyze current storage management market trends as well as competition in order to contribute actively to the design and development of the overall Product Marketing content and develop successful marketing strategies and lead generation campaigns, targeting both end-users and partners. His/her goal is to define content and create deliverables for marketing campaigns and programs, which can be executed regionally by field marketing teams. This role requires a solid product marketing experience. Reporting to the EMEA marketing director based at our Paris office, this position includes the management of a team of three marketers and will require occasional travels. This EMEA management position at a fast growing organization is really an opportunity not to be missed in the current economic climate.

#### Key Responsibilities

- Develop and deliver the EMEA direct marketing and channel marketing programs that can be executed by the subsidiaries
- Manage all aspects of the creation of lead generation campaigns, including messaging, positioning and deliverables
- Implement channel enablement infrastructure to increase partner performance and incremental sales
- Build relationships with field marketing teams and regional sales management to identify needs and agree the marketing strategy
- Work closely with subsidiaries to ensure the marketing programs are completed successfully, meeting sales and business plan objectives
- Monitor the performance of the programs and propose improvements
- Provide ROI analysis of marketing spend
- Demonstrate thought leadership in driving a team of three people

#### Requirements

- Native English speaker or fluent English
- Relevant higher education degree or long-term experience in marketing
- 5+ years experience in the software market, ideally with corporate software
- 5+ years experience in product marketing or B2B marketing strategies
- Excellent written and oral communication skills
- Strong analytical and project management skills
- Ability to perform well under pressure
- Worked with subsidiaries in an international organization

You like to be on the move and take responsibility? Acronis could be the place for you!  
We offer a dynamic team setting and varied challenges in an international setting.  
We would love to hear from you!

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