

# Manager - Martech Product

Job ID  
REQ-10010307  
Juli 25, 2024  
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## Summary

Provide support on various high complexity Marketing technology programs and products. Explore, evaluate, co-create, and implement innovative digital solutions in Marketing Automation and Customer Relationship Management domain. Facilitate data enabled decision making for by providing and communicating platform specific needs and functional implications of platform design and operations.

## About the Role

### Key Responsibilities

- Function as independent consultant to drive strategy through execution for MarTech products.
- Deliver insights that drive MarTech Product teams' decisions on strategy and product development.
- Partner with business leaders to identify, analyze, and solve key challenges, leveraging your expertise to advise on strategic objectives and product roadmap.
- Develop a deep understanding of the marketing technology ecosystem, gain clarity on data flow, and perform data readiness assessment with countries to activate MarTech products effectively.
- Design and implement measurement framework that track key metrics and performance trends and provide actionable insights to product leadership.
- Create visualizations, presentations, and executive summaries that communicate findings to internal stakeholders and executives.
- Translate data insights into actions and recommendations that will drive product adoption, customer satisfaction, and investment decisions.

### Soft Skills:

- Joint Value Creation: Ability to collaborate effectively to create value for all stakeholders.
- Dynamic, results-oriented team player who contributes positively to team success.
- Exhibit organizational agility, creativity, strategic & strong analytical thinking.
- Excellent presentation skills and storyboarding skills.
- Excellent interpersonal and communication skills.

- Ability to operate effectively in an international matrix environment.
- Strong stakeholder management skills.

#### Essential Requirements

- Bachelor's / master's degree in business or technology / engineering.
- Overall, around 5 years of experience in Data Analytics / Operations / Product Management
- Understanding complexity of integrated working in a matrix and geographically dispersed environment.
- Proficient in analyzing complex data set using MS Excel & SQL.
- Skilled in presenting data stories through slides, charts, and dashboards, and effectively articulating the business impact of insights.
- Plan projects, set schedules, coordinate resources across product, data, and engineering teams, and ensure end-to-end completion, meeting timelines and quality expectations.
- Passion for keeping up to date with the latest in marketing technology and digital marketing trends.

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