



Commercial Product Manager/ Product Marketing Manager Paris, France

About Marlink

Marlink is a trusted partner in fully managed smart network solutions, based on an intelligent hybrid network and unrivalled digital solutions.

A true partner, who goes Above and Beyond to help you run your remote operations in ever smarter, more profitable, and sustainable ways to give you the competitive edge. In today's world, the power to connect your business operations and assets, even in the most remote and challenging places, has never mattered more.

At Marlink, we design, build and manage smart network solutions around your individual needs. We provide trusted global coverage, through our intelligent hybrid network combining satcoms, terrestrial technologies and digital.

Your Mission

Manager's main mission is to further develop & innovate Marlink service portfolio to address customers needs, increase service penetration and grow service line revenues/margin.

The manager will be responsible for managing service portfolio lifecycle (incl. creations changes and termination), running key product/service development initiative across multi-disciplinary team, and securing commercial service success.

The manager shall demonstrate excellent product and program management skills, be able to interact professionally with a variety of stakeholders (eg: senior management, key partners, major customers...), and feel very comfortable in holding presentations in English (to executive board members, at customer meetings or industry events/conferences).

The manager shall be customer-focus, result-driven, passionate about new technologies generally speaking, and familiar with Communications & IT services, as well as have strong commercial & negotiation skills.

Main Tasks

The manager will be performing the following activities:

- Acquire product and market knowledge (client and competitor) of the maritime industry, perform SWOT analysis, to bench our services and/or identify new services opportunities
- Work closely with customers and Marlink sales team to capture customers' needs and translate them into product/service requirements/specifications
- Formalize/structure service requirements into compelling, profitable and differentiated value proposition/service concepts (key benefits/gain for customers/users ; USPs and positioning/benchmark ; targeted segment/clients ; pricing and go-to-market strategy, etc.)
- Turn service proposition into structured project and win management support to go for development
- Co-create new service in close relation with key customers (and relevant partners if needed). Leverage test/POC to understand/clarify technical, commercial and operational challenges, with highlight on required technical evolutions and operational process change.

- Set up project teams across departments, coordinate and animate a network of stakeholders contributing to product design and development (Engineering, IM, Support, Billing...) with focus on delivery quality at costs, quality & time
- Effectively communicate development roadmap/progress and issues/challenges to internal and external stakeholders (when needed).
- Prepare internal organization to successfully launch, promote and run new services (service training & collaterals, sales kit, commercial material such as video tutorials, customer cases, promotions, etc.)
- Ensure commercial service success and take-up by developing & implementing innovative marketing campaigns and working closely with sales on new customer opportunities. ,
- Measure service penetration/revenues/usage (KPI dashboard) and customer satisfaction
- Launch service improvements and/or commercial initiative to support service growth.

Qualifications & Professional skills

- 5-10 years' experience in ICT/Tech industry, with min. 2 years in a commercial product / program management role
- Proven successful experience in commercializing and monetizing ICT services (from needs identification, service design and implementation, to succesful commercial launch)
- Very good understanding (knowledge backed by experience) in ICT services & market trends (eg: Cloud, Smart-edge, Software/Application, Cybersecurity, IOT,)
- University master or similar degrees, preferably ITC Engineering and/or Business Management
- Proven working experience in an international environment with geographically spread teams and customers
- Excellent oral and written communication skills in English
- Excellent in MS office & collaboration tools (Teams, PowerPoint, Excel)

Attitude & Interpersonal skills

- Team-player, trustful and reliable
- Result-focussed, with ability to work under strong pressure/short-timeline (when required)
- Passionate about bringing “game-changing” service & innovation to market / solving customer issues
- Excellent product sense and customer focus
- Very strong analytical & critical thinking skills, with strong ability to plan and prioritize
- Can-do attitude and problem solver
- Excellent communication & presentation skills
- Ability to lead & progress projects in fast changing environment, involving staff from different background/level of seniority
- Ready to travel abroad for customer-related meeting

Interested?

Please send your motivation letter & CV to hr.france@marlink.com with reference “name of the open position”