



MICROOLED

INNOVATIVE AMOLED SOLUTIONS

THE COMPANY:

MICROOLED provides cutting-edge near-eye AMOLED displays and modules for a wide range of products, such as video glasses, head-mounted sports devices, camera viewfinders, medical applications, and many other professional devices worldwide.

If you think you are the right candidate to take on this challenge and you have the required capabilities, do send in your applications today!

rh@microoled.net

www.microoled.net
www.activelook.net
www.engoeyewear.com

We are looking for a Product Marketing Manager (M/W)

To sustain its growth, MICROOLED is looking for a skilled and experienced Product Marketing Manager to be a part of our team.

You will promote Microdisplays and their features to the organizations target audience. You will work closely with product, sales, and customer service teams to ensure a consistent and integrated approach that maximizes customer value and product profitability.

You will be responsible for :

- Studying the company's products and identifying key features that will attract customers ;
- Collaborating with product, finance, and sales teams to establish pricing strategies and brainstorm marketing initiatives.
- Overseeing product launches and ensuring alignment with overall business goals.
- Ensuring that products meet customer expectations and drive business growth.
- Drive product roadmap definition
- Developing and implementing marketing strategies and campaigns for microdisplay products.
- Conducting market research to understand target audiences and competing products.
- Proposing a plan to address new targets or to develop market shares in existing targets.
- Defining the objectives for new launches and ensuring their monitoring once the product is launched. If necessary, suggesting corrective actions.
- Establishing the product's value proposition, positioning, and messaging.
- Participating to customers tours and trade-show
- Developing and animating ecosystem partners

REQUIRED PROFILE :

- Master's degree in Marketing, Business Administration, or related field.
- with a Proven experience (min 10 years) in product marketing within fast-paced technological environments.
- Strong understanding of markets, customers and competitors in semiconductor field or similar. Excellent written and verbal communication skill to effectively convey key messages
- Ability to analyze data and use this information to make informed decisions.
- Ability to develop creative to develop creative ideas for marketing campaigns and product launch initiative
- Good understanding of technologies and product development processes
- Strong teamwork and cross-departmental collaboration skills
- Flexibility to navigate constantly evolving environments and tackle new challenges.
- Strong ability to understand and respond to customer needs. Aptitude for quickly identifying and resolving complex challenges.
- Fluent in English