

Job Description: Director of Business Development

Job Title: Head of Product Marketing

Location: San Jose, California or Remote (US & Canada)

Company Overview: We are a leading provider of high-quality LED street, area, site, and traffic signal lighting solutions. We are committed to driving innovation and sustainability through our products, services, and customer support, serving both public and commercial sectors. We are currently transitioning into an IoT solutions and Data Management Systems (DMS) provider, leveraging street lighting technology and lighting grid infrastructure as its foundation.

Job Summary: USA division of a growing Global LED lighting company is seeking a Head of Product Marketing. This position will play a pivotal role in leading the company's product portfolio and providing strategic direction to help the company grow and scale. This position is responsible for product development, product launch, and product/customer and marketing strategies, value propositions, pricing, standards and certifications work, commercial launches, in addition to managing operations and growth initiatives. This position is also responsible for growing revenue and gross margin by defining a long-term product and channel strategy, collaborating cross-functionally on implementation plans, and driving daily execution.

The Head of Product Marketing will work in parallel with the Chief of Staff/VP of Sales. This position reports directly to the President of LEOTEK Global and need to work with RD and Supply Chain based in Taiwan.

Responsibilities:

- Strategy and growth planning – Develop a vision and strategic plan for each segment of the product portfolio, in alignment with overall LEOTEK strategies (Sales, Marketing, RD, etc.), that enables faster than market growth rates and future proofing our portfolio for IOT applications. Drive initiatives for optimization, cost reduction, and operational excellence to support the company's short-term and long-term objectives.
- Market orientation – lives in the “field of play”, understanding customer needs, competition dynamics, and market trends that inform business decisions, display a desire to adapt and win. Setting the strategic marketing direction for all business units, developing marketing channels for brand and product awareness, and executing a new Brand strategy. Develop and implement product-marketing strategies, including advertising campaigns, sales promotions and trade show activities including displays.
- New product excellence – ability to perform and coach market research/VOC and execute new product development from ideation to product launch. Lead cross-functional teams to drive successful product launches and market entry strategies.
- Financial ownership – Manages value propositions, pricing, product mix, and cost economics to drive revenue growth and gross margin expansion. Is able to deploy business analytics and judgements to drive forward actions.
- Lifecycle management – manages the entire product portfolio which includes Street, Roadway, Area and Site Lighting as well as Traffic Signal Lighting, through the lifecycle, deploying the right levers in marketing, sales, engineering, and supply chain. Deploy portfolio optimization tactics to drive simplification and scale.
- Team management – coaches and actively manages by example a team that accelerates results, drives cross-functional alignment, and mentors team members to grow in to future leaders within the company. Provide leadership and guidance in goal setting, problem solving, resource management and outcome achievement; work with teams to develop annual work plans and measurements for personnel accountability and program efficiencies. Lead and mentor a high-performing operations team, fostering collaboration and innovation
- Strategic and Organizational Leadership - Provide effective, forward-thinking, and inspiring leadership across functional areas by being actively involved in all programs, developing broad and deep knowledge of core businesses, and nurturing structure for empowered decision-making across teams. Monitor and measure operational issues, opportunities, plans and achievements. Ensure continued development and integration by encompassing staff development, organizational infrastructure, culture, strategy, and community engagement. Lead the performance management process that measures and evaluates progress against goals for the organization. Assess and analyze risk associated with organizational strategies and growth opportunities.

Oversee all operational functions, including marketing, product development, supply chain, and customer service, to ensure that internal processes and systems support the company's short-term and long-term goals.

- Program Management - Coordinate activities to ensure transparency and collaboration between departments, appropriate communication, and efficient program delivery; anticipate future opportunities and market conditions. Identify and initiate opportunities to create increased operational efficiencies and leverage assets/resources to increase capacity for impact. Strengthen operational systems and processes to improve cross-functional communication and decision making for current and future projects. Analyze and evaluate operational data and metrics, identifying areas for improvement and implementing changes to drive efficiency and effectiveness.
- Change Management - Lead organizational change across functions and serve as catalyst for innovation, transparency, and continuous improvements. Adapt to evolving market conditions and business needs, making strategic adjustments as necessary.

Requirements:

- Bachelor's degree, or higher education
- 10 plus years of lighting Product Management, Marketing, Strategy, or Business Development
- Ability to travel more than 30% of the time. Occasional overseas travel.
- Excellent communication, presentation, negotiation, and interpersonal skills.
- Skilled in organizational development, personnel management, budget and resource development, and strategic planning.
- Strong decision-making skills and a results-driven approach

Additional Eligibility Qualifications:

- 10+ years of experience achieving results in small to mid-size organizations
- Experienced in balancing leadership and management roles within growing, dynamic organization; highly effective at change management
- Experience with financial analysis, forecasting, budgeting, and financial reporting
- Exceptional problem-solving skills, thriving in a fast-paced environment
- Proven experience in a leadership role in a fast-paced environment
- Ability to operate within a fast-paced, dynamic environment, and able to adapt quickly to change
- Ability to streamline and implement new structures that create speed, efficiency, and support rapidly shifting business demands
- Start-up and scaling business experience is a plus

Competencies:

- Technical Capacity
- Personal Effectiveness/Credibility
- Thoroughness
- Collaboration Skills
- Communication Proficiency
- Flexibility
- Proficiency with Microsoft Word, Excel, PowerPoint, and Outlook.

We Value:

- Ability to influence at all levels of the company, work well with others and inspire trust and communication.
- Demonstrated success in a diverse company where commitment, cooperation, and open communication are essential.
- Ability to base decisions on past lessons learned and realize that there is always a different way to address a new problem.
- Experience interacting with internal and external customers.
- Experience working in a global organization with diverse cultures, working styles, and language barriers.



Reporting Structure: Reports to President of LEOTEK.

Compensation: Starting at \$200,000 base