

BESSEY. Simply better.

Innovative Clamping and Cutting Technology with Tradition



Get Started with an Innovative Company!

In 1889, Max BESSEY founded the company BESSEY & Sohn in Stuttgart, Germany as a bright steel drawing plant. From its inception, the company has continuously expanded the range of products it offers. It was this spirit of growth that led BESSEY to begin production of hand clamping tools in the mid-1930s. Since then, the strength of its innovation has been underlined by the granting of numerous patents. "To stop improving is to stop being good", is the motto of company as said by founder Max Bessey, which remains true today, as it will in the future, and is the guiding principle to everything that the company does.

Our growing business of selling consumer and industrial tools is looking for a

Head of Marketing and Product Management (North America)

to join and strengthen our team in North America.

KEY RESPONSIBILITIES

Market & Competitive Intelligence

- Conduct deep research into the relevant market considering the different customer needs
- Track competition and competitive offerings, pricing, and differentiators

Sales Enablement

- Ensure that sales teams have the tools they need to communicate product value effectively
- Provide training and support for sales team
- Develop sales materials and positioning for key accounts including The Home Depot, Amazon, and major industrial distributors

Go-to-Market Planning

- Lead launch plans for new products
- Define target segments, pricing, and success metrics
- Coordinate cross functional responsibilities and manage all related activities
- Collaborate with global product teams to ensure alignment for product launches in North America
- Define and maintain SAP material master data including part numbers, dimensions, weights, packaging hierarchy, and GS1 compliance

Product Optimization

- Monitor product metrics and use data to drive continuous improvements
- Gather customer feedback to iterate and refine product features
- Advocate for user needs throughout the product lifecycle
- Oversee the entire product lifecycle – from concept through launch to eventual phase-out
- Conduct regular market analysis to support product positioning and pricing strategies

Campaign Management

- Lead multi-channel marketing campaigns that promote our products, including digital marketing, email, events, webinars, and social media
- Monitor campaign performance in adjusting strategies as needed to optimize results
- Be the SME for product positioning at tradeshow and events run by the global demand generation team while consulting product and sales stakeholders as needed
- Develop and manage account-based marketing (ABM) strategies for key customers and segments

Digital Marketing

- Create and manage digital marketing campaigns, including SEO/SEM, email marketing and social media
- Collaborate with internal team to create engaging content for website, blog, and social media platforms
- Monitor and analyze campaign performance using Google Analytics and other tools
- Optimize website content and landing pages for search engine optimization
- Stay up-to-date with industry trends and best practices in digital

Brand and Content Management

- Create and manage marketing materials, including sell sheets, product data sheets, and solution briefs, ensuring consistency with product positioning and messaging
- Develop and maintain editorial calendars aligned with product launches and campaigns
- Manage the creation of engaging and relevant content for different stages of the buyer's journey
- Uphold brand consistency across all channels and touchpoints

QUALIFICATIONS

- Advanced degree in Marketing, Communications, or related field
- Experience: 7+ years in product management and marketing role
- Validated experience leading all aspects of the product development lifecycle
- Strong leadership and managerial skills including project management
- Strong communication, presentation and analytical skills with the ability to provide recommendations and build plans from key analytics
- Data-Driven: Proficient in analytics, reporting, and performance presentations
- Creative & Strategic: Skilled in designing campaigns that resonate with diverse audiences
- Hands-on leader with a growth-focused, team player with strong intercultural skills
- Experience in the tool industry is desirable
- Experience working with The Home Depot, Amazon, and industrial B2B players is a strong asset
- SAP knowledge, especially in material master data, pricing, and packaging structures, is preferred
- Familiarity with GS1 standards and packaging hierarchy maintenance is beneficial

ADDITIONAL INFORMATION

Requires frequent travel across North America and occasional international travel.

Please send your application to mgarcia@besseytools.com with your salary expectations.

We are looking forward to receiving your application!

www.besseytools.com

