IntervalZero

Marketing Position

Technical Product Marketing Manager

Location: Waltham, Massachusetts

Company:

Uniquely, IntervalZero's market-leading RTX real-time software transforms Windows into a real-time operating system, enabling economic and performance breakthroughs for systems builders in the global Industrial Automation, Digital Audio/Video, Medical and Mil-Aero markets.

Headquartered along the Boston technology corridor, IntervalZero is relentlessly focused on its customers and we share their pursuit of excellence. The company believes that continuous investment in both our real-time software technology and in strengthening customer relationships is essential for long-term success. That same level of investment and commitment extends to the IntervalZero Team, the company's most important asset.

IntervalZero's RTX RTOS Platform streamlines and simplifies the development of complex systems by leveraging x86 multicore multiprocessing and symmetric multiprocessing (SMP) functionality, and by extending Windows' capabilities with RTX. The platform reduces costs, boosts quality and performance, and significantly reduces reliance on proprietary hardware such DSPs and FPGAs. IntervalZero's philosophy, combined with more than three decades of embedded software innovation, and the proven value of RTX have enabled the company to build a customer base of market-leading OEMs and end users in its target markets.

Position:

In the past couple of years, IntervalZero has taken its core real-time operating system (RTOS) platform for Windows and expanded its reach into the industrial machine automation markets of software motion control, machine vision and PLCs with its subsidiary brand called KINGSTAR. We are looking for strong technical content / product marketing manager to lead the charge in taking our open and standards-based 'plug-and-play' software machine automation platform message to motion control, machine vision and PLC software engineers by creating technical whitepapers, blogs and video content. As such, the successful candidate for this position needs to be innovative and self-motivated when given mission critical technical content subject matter. This person will be responsible for delivering the IntervalZero and KINGSTAR core message and differentiating us from the competition, to thereby generate traffic and create opportunities.

What You Will Do:

- Play a strategic role in the branding, positioning, and GTM for our IntervalZero & KINGSTAR products

- Develop technical content, social and community topics, and campaigns that guide customer acquisition and conversion, as well as adoption and net promoters

- Craft and develop relevant and compelling audience-specific messages and tools to demonstrate innovative technical approach

- Lead the development and implementation of technical marketing content to enable effective adoption, align product positioning with industry trends and product advancements, and increase brand and product visibility.

- Plan and carry out value propositions, core content, product positioning, sales enablement, and GTM strategies for IntervalZero & KINGSTAR products to help grow and scale the business

- Perform technical competitive analysis via battle cards, feature comparisons and videos in conjunction with product management and sales

- Work collaboratively with marketing and product management to ensure our internal stakeholders understand our strategy, value proposition, and competitive positioning to grow our business

- Collaborate with our EMEA and APAC regional marketing teams on demand generation strategy and implementation; scale our content through our customer, field, and partner channels to accelerate sales and adoption of our technology

- Guide qualitative and quantitative research with our customers to understand who they are, their needs, and their behaviors to inform marketing and product updates

- Define customer targets, market segments and technology trends in conjunction with sales, product management and various stakeholders

- Design creative, data-based marketing experiments to test channels, processes, and messages to identify the most effective way to guide deeper engagement across tools and services

- Act as brand and category evangelist; represent the product solution at industry events, conferences, analyst and media briefings, and critical customer meetings

- Deliver comprehensive ROI analysis on all marketing activities

What is Needed to Succeed:

- Strong technical knowledge of industrial PLCs, motion control or machine vision software applications

- Experience with embedded RTOS highly preferred

- Strong knowledge of C/C++

- Experienced with developing, managing and delivering intricate technical and competitive customer-facing content such as blogs, whitepapers, tech briefs, datasheets, videos and infographics

- 5+ years software technical sales and/or technical marketing experience

- Highly experienced with Microsoft Word and Powerpoint

- Proven presentation and communication skills

- Proven ability to lead programs and projects in a collaborative manner

- **Strong inter-personal and communication skills.**

- **Ability to work in a small team environment or independently**

- **Self-motivated with a strong drive to succeed in a dynamic environment with variable priorities**

- **Ability to multi-task**

Pluses:

- **Parallel programming experience**

- **Working knowledge of x86/x64 architecture and Windows kernel.**

- **SMP architecture and development experience.**

- **Experience working with network communication protocols such as EtherCAT or Ethernet/IP**

- **Experience with servo motors, amplifiers and I/O drives**

Qualifications and Educational Requirements:

- **Technical, business and marketing majors preferred; BS Computer Science, Electrical Engineering, Information Systems/Technology, Marketing**

- **MBA preferred**

- **Minimum 5 years in software or firmware development in Microsoft environment.**

Please send resumes and inquiries to: **careers@intervalzero.com**