



# Reflektion

## Product Marketing Manager

Location: San Mateo, CA or Remote

Last updated: 02/5/2021

### About Reflektion

Reflektion's AI-powered personalization platform listens to the behaviors of each individual shopper, utilizes Artificial Intelligence to calculate their preferences and intent, and then responds to every moment-to-moment interaction by displaying the most relevant content and products in real-time and across the digital touchpoints that matter most—including preview and site search, product recommendations, category and landing pages, and email.

Leading retail brands such as Skechers, Reeds, Petco, Ascena and RiteAid rely on Reflektion's platform.

Founded by pioneers in Artificial Intelligence and awarded both the Best eCommerce Solution and Best Overall Business Technology Solution by SIIA in 2019, Reflektion combines individual shopper insights, product intelligence, and AI to create more relevant and impactful eCommerce experiences.

Reflektion is backed by leading investors including Battery Ventures, Hasso Plattner Ventures, and Clear Ventures.

Reflektion enjoys a rich culture of innovation. We hire talented individuals who are self-motivated, willing to experiment and can work under tight schedules.

### Summary

Reflektion is seeking a Product Marketing Manager who will help drive product marketing ideation, from beginning to end, develop and execute timely, well-positioned product marketing strategies and go-to-market programs that fuel demand and drive revenue.



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## Key Responsibilities:

- Develop product positioning and messaging that differentiates our products in the market.
- Create high-impact internal and client-facing materials that clearly communicate the value and unique advantage of our products.
- Sales enablement – communicate the value proposition of the products to the sales team and develop the sales tools that support the selling process of our products.
- Assist with training– ensure all sales members and client services can internalize and articulate our product positioning and message.
- Product launch – plan the launch of new products and releases and manage the cross-functional implementation of the plan.
- Market intelligence – be the expert on your buyers, how they buy and their buying criteria; be the expert on competition and how to dominate the market.
- Work with MarComm to successfully launch new marketing collateral, web and social media content, trade shows, PR, launch events and training developed for both internal and external audiences.

## Requirements

- Bachelor's in business or marketing preferred (MBA a plus)
- 2+ years of B2B enterprise level software product marketing experience in a client facing role.
- A deep understanding of the enterprise information technology software market (experience in SaaS domain a big plus).
- Strong communications skills are a must to be able to move projects through cross-functional teams. Must be proficient in PowerPoint and Excel.



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- Collaborative team spirit, able to work with team members at all levels of the organization.
- Willingness to challenge traditional wisdom and advance innovative ways of addressing business challenges and resolving problems.
- Demonstrated ability to work closely and cross-functionally with product management & development, sales, marketing, and client services.
- Experience in retail, e-tail/e-commerce, or advertisement domains a plus

To apply, please send your resume to: [jobs@reflektion.com](mailto:jobs@reflektion.com)