

## **Job Description: Product Marketing Manager**

A Product Manager at Cisco systems is an incredibly diverse and rewarding role. The PM must be able to interface effectively and establish quick credibility and confidence with: Engineering, Manufacturing, Customer Support, Business Operations, Business Development (M&A), Channel Management, Channel Partners, and Direct Customers. This requires an extremely talented and flexible individual with strong presentation skills, adept business knowledge, organizational abilities, and who is capable of bridging customer business requirements to technical feature set and broader market trends, indices, and capabilities.

The PM will develop strategic marketing plans for a product or product line through market research, competitive analysis, pricing, customer engagement, and business planning.

A PM will also develop new product feature and functionality in partnership with Engineering. The PM participates and acts as marketing's primary advocate on cross-functional development teams. The PM often has to provide customer use-case examples to engineering and is the primary bridge between customer feedback and requirements and R&D.

Product Managers drive new business and opportunities for the Business Unit and Technology Group. Drive resolution of customer satisfaction issues. Manage issues associated with ordering of product, systems and tools, and manufacturing supply. Forecast and help drive opportunities for product lines with annual revenues from \$100M to \$4B. Identify areas for growth and create strategic product line roadmaps to help drive adoption of the product and differentiating features.

Drive and develop material for multiple product or service launches including press releases, launch materials, customer presentations, videos, PodCasts, and sales training materials. Develop and drive competitive marketing campaigns to ensure Cisco's market share and profitability. Collaborates cross-functionally on competitive selling, pricing, market development and field solutions.

Requirements: MBA, GPA of 3.0 Preferred. Candidates must have graduated in the last 12 months.

Positions located in San Jose, CA.

To apply: Please submit your resume at <http://www.cisco.com/go/universityjobs>  
Requisition number (TBD)