

### **About The Role**

If you are looking to dive-deep into Edge AI computing technologies and use your experiences on creative marketing strategies for targeting b2b audiences, look no further. This product marketing role will require a driven person willing to focus on planning and executing a proven go-to-market strategies in launching new products. The future of the Internet of Things (IoT), real-time AI accelerated computing, and data center cloud computing is exploding with new demands in purpose-built computing architectures and high-performance processing solutions.

If you are interested in discovering the ecosystem of industrial-grade computing hardware from its design concepts, engineering principles, and manufacturing processes, this role is for you. A successful candidate for this role has a passion to learn about how computing technology works but also effectively communicates marketing messages after collaborating with technical engineers on key product specifications.

### **About Premio Inc and What We Do**

Premio Inc. is a global solutions provider specializing in computing technology from the edge to the cloud in Los Angeles, CA. We design and manufacture highly reliable, world-class computing solutions for enterprises with complex, highly specialized requirements for over 35 years. Our engineering specialty and agile manufacturing pushes the technical boundaries in ruggedized edge AI PCs, Rugged Touch HMI displays, and high-performance storage servers. Our partnerships with the world's leading semiconductor companies help push our computing solutions into new markets and next-gen solutions, shaping the future of Artificial Intelligence. Our solutions are deployed at massive scale and are the processing brains behind many applications in industrial automation and robotics, testing equipment and metrology, kiosks and vending, security and surveillance, cybersecurity and content delivery networks, and enterprise IT storage.

### **What You'll Do as a Product Marketing Specialist**

In this role you will be working directly with the product marketing team that consists of digital marketers, SEM/SEO content specialists, and technical product managers/engineers to spearhead go-to-market product launches and promotional marketing campaigns. You will be responsible to work in a cross-functional environment by developing quarterly product roadmaps and craft key product campaigns for a wide-portfolio of embedded computing solutions. Your main target is to build internal and external product awareness, product messaging, creative marketing campaigns, and partner with the product team to implement go-to-market launch tactics that align with our computing solutions. This role requires a systematic approach to market research by seeking to understand customer use cases, product value propositions, market vertical segmentations, and a keen awareness of the competitive landscape. This role is highly supportive and requires collaboration with the sales teams by providing clear product roadmaps and training tools, a solid product presentation, and a direct marketing funnel pipeline.

**The Ideal Candidate for This Role:**

The Product Marketing Team is a small but creative team that tackles go-to-market challenges for our computing products. You will be required to be a self-starter that will work across all cross-functional groups and work closely with the product management team on its product visions, planning and launches.

- Motivated, energetic, and willing to learn more about technology; proactive in asking questions to better understand complex technology better, targeted messaging in go-to-market launches
- Direct experience with communicating and marketing to technical audiences: engineers, operations and manufacturing, technical procurement buyers
- Experience with managing new product roadmaps and presenting key messages to external sales teams
- Track record and proven abilities in promotion, training, pricing and go to market strategies for b2b markets, especially in technology

**Your Responsibilities Will Include**

- Complete ownership of product roadmaps and its competitive landscape with clear identification on product differentiators and its performance benchmarks
- Directly work with the product managers on understanding technical product designs, features, and function of core products and their targeted market verticals and customers
- Business use case generation, market launch plans and potential customer management
- Serve as the customer voice in the product journey, collaborating with product teams to remove roadblock, enhance messaging and increase engagement
- Create and craft marketing collateral to better understand product applications and their benefits
- Deliver messages that matter most to our audience, communicated through anything from video content to social media interactions, and email marketing
- Participation in Tradeshows and Industry conferences

**At a Minimum, You'll Have**

- BA/BS degree
- 2-3 years product marketing experience preferably in the B2B space in technology
- Proven track record influencing product roadmaps and user experiences through actionable insights and recommendations; experience in product branding, messaging, positioning and targeting
- Worked with internal teams and external partners to develop and execute impactful marketing campaigns
- Exceptional interpersonal skills including successful interactions with executive leadership and constructive collaboration with cross functional teams
- Strong communication and cross-group collaboration skills; must thrive working across organizational and cultural boundaries.
- Demonstrated ability to think strategically about complex issues, leading to thoughtful recommendations and action plans; proven track record of exceptional performance and high productivity in fast-paced environment
- Ability to quickly shift between independence and team projects, always maintaining open communication between all parties