

Rubicon Consulting, Inc.
Senior Associate, Go-to-Market Strategy

We've asked some people we respect to circulate this job description. It's a rare opportunity to join a respected, dynamic high tech consultancy as a senior leader in one of our practices.

The ideal candidate is an expert at bringing high tech products to market for end-users and small businesses (as opposed to IT managers). You know what works and what doesn't, and you have the scars to prove it. You know all the elements of the consumer/prosumer marketing mix, including PR, pricing, collateral, online, events, co-marketing, direct mail, advertising, channel selection, and product launches.

You're a thought leader in how to formulate an overall market position, develop go-to-market plans, and drive them through to finished deliverables. You know how to get great impact out of a five- or six-figure budget, and also how to properly invest a seven-figure budget. You have a track record.

You're good at quickly establishing credibility and rapport with people across an organization. You're a poised communicator who knows how to help senior executives understand the rationale of a proposed plan, so they can make the best executive decision. You know when and how to advocate for your ideas.

This is a great role for someone in marketing who wants to continue as an individual contributor, but is running out of challenges working in a single organization. It's an opportunity to expand your horizons, have a real impact, and create great things.

YOUR ROLE

You'll design and sometimes play 'general contractor' to implement, go-to-market and brand strategies. You'll need to learn the specific situation fast, do research, and develop solutions and recommendations crisply

Some examples:

- Help a client develop the launch strategy for a new product.
- Optimize the marketing and brand strategy for an existing product line in four countries.
- Lead a quantitative research project (interviews with customers or other businesses): develop discussion guide, conduct interviews, analyze results, and create the report.
- Help a client prioritize market segments and develop segment-specific strategies and messages.

QUALIFICATIONS

- At least eight years of hands-on experience in consumer high tech marketing and program management.
- A proven track record of driving go-to-market plans from conception to execution.
 - You need to be a doer more than a delegator. We're more interested in seeing years of experience in planning and completing marketing plans than we are in years of people management.
- Very strong verbal and written communication skills.
- International experience is a very strong plus.
- Experience in pricing, and channel planning and management, is a very strong plus.
- BA in marketing or equivalent; MBA a plus.
- Strong quantitative and qualitative analytical skills. Experience with both primary and secondary marketing research. (You don't have to be a trained market researcher, but you must understand the use and analysis of market research.)
- Ability to independently take a project from design to execution and delivery, within time and budget
- Ability to work in collaborative, multi-tasking, entrepreneurial environment
- Desire to make a difference (i.e. impact) with clients.

ABOUT US

Rubicon is a boutique consultancy focused exclusively on high tech strategy and marketing. Most of our clients are consumer-facing, and make up a who's who of major consumer technology firms, including Adobe, HP, Nokia, Symantec, and Logitech.

Our principals are deeply experienced high tech veterans, well recognized in the industry. We like to do hands-on work, and our differentiators include solid fact-based analysis, a passion for making our clients successful, and our operational experience. We're looking for someone who will add to this foundation.

You can learn more about us at www.rubiconconsulting.com.

ARE YOU INTERESTED?

If you think you're this person, please send your resume, and responses to the following questions, to admin@rubiconconsulting.com. Please no resumes without the answers to the questions.

There is no right or wrong answer to these questions; they just help us learn how you think. So please answer honestly, and do explain your thinking.

1. Describe why you're a great fit for the job, in no more than three paragraphs.
2. Describe the marketing program you worked on that you're most proud of. What was your role in it? Why are you proud of it? What was its impact?
3. Describe the marketing program that gave you the most trouble. What caused the trouble, and what did you do about it?
4. Give an example of when you had to do tradeoffs (in a professional context) – what was involved and how did you approach it?
5. What are some emerging trends in marketing and what should high-tech companies be doing about them?