



**VIRYANET**

**Position Title** — Product Marketing Manager

**Position Location** — Southborough, MA

**Posted** — February 18, 2008

**Position Description** — ViryaNet is seeking a highly motivated individual to provide product marketing leadership for its field service optimization products. Our ideal candidate will be responsible for developing market requirements, product messages, positioning, marketing and launch plans, presentations, market research, and competitive analysis. Candidates must have the ability to build successful relationships throughout the company with sales, engineering, product management, and R&D. This is a significant leadership position within the Company with room for growth.

**Responsibilities** — This person must:

- Possess product knowledge and familiarity with the mobile workforce management sector
- Conduct market analysis, including sizing, growth, trends, and industry dynamics
- Promote ViryaNet's leadership through industry forums, whitepapers, byline articles, speaking engagements, and newsletter content
- Assess new opportunities for solutions into existing or new market segments
- Analyze competitor differentiation including products, position, and pricing
- Develop presentations for customers, prospects, analysts, sales, and partners
- Oversee and develop sales training tools
- Develop solution positioning and messaging on the web and printed collateral, including case studies, product fact sheets, solution briefs, and brochures

**Requirements**

- Five years' product marketing experience.
- BA / BS — technical degree. MBA or equivalent.
- 20% or less travel.
- Software product marketing proficiencies, terminology, and best practices for enterprise software.
- Strong analytic skills, including the ability to do market research and analysis, detailed competitor and pricing analyses.
- Excellent communication skills with an ability to articulate a product vision and messages. Very strong written, verbal, and presentation skills.
- Excellent organizational skills with an ability to facilitate dialog and collaborate effectively in cross-functional teams.

**We Offer**

- Excellent growth potential
- Training to adapt your background to our needs
- Health and dental benefits
- Professional environment
- Daily tracking with positive feedback
- Paid vacation and holidays
- Competitive wages

**About ViryaNet** — ViryaNet provides packaged industry solutions that intelligently guide, automate, and optimize both simple and complex field service work, resulting in operational excellence. ViryaNet's solutions specialize in the functions of scheduling and dispatching resources and enabling mobile field communication. ViryaNet possesses a 20-year history in the field service space, a vast number of customers across a variety of industries, and strong partnerships with leading platform and system integration companies. Headquartered in Southborough, MA, ViryaNet enjoys a worldwide presence with offices and customers located in North America, Europe, and the Pacific Rim. For more information, visit [www.viryanet.com](http://www.viryanet.com).

**To Apply** — Send resume and two references to [careers@viryanet.com](mailto:careers@viryanet.com)

*ViryaNet is an Equal Opportunity Employer.*