

Head of Regional Marketing - Americas - Blockchain



Listing details

Location

Country: United States
State/Region/Province: New York
City: New York
Posted: 5 years ago
Reference Number: RF214185

Common

Job Title: Head of Regional Marketing - Americas - Blockchain
Job Type: Full Time
Vacancy Details URL: http://linkedin.com/jobs/view/head-of-regional-marketing-americas-blockchain-at-np-group-1833056734?refId=51584fec-7781-4447-8672-01136ee88fa0&trk=public_jobs_topcard_title

Job Description:

Responsibilities:

- Develop and execute Americas field/partner marketing programs (events, webinars, digital marketing, paid media, nurture campaigns etc.) targeting ISVs, Corporates and Strategic Alliances across multiple verticals to drive demand and aggressively build the Americas pipeline for our client's software.
- Work with the Brazil team in Latin America to drive market and mind share.
- Build and maintain relationships with Sales, Strategic Alliance and IBU teams to ensure strategic alignment, campaign buy-in, adoption of Salesforce, and follow up of qualified leads.
- Plan, manage and measure online and offline events including webinars, Days and other hosted events in the Americas region to create net-new sales leads, accelerate existing opportunities and deepen existing customer relationships.

