

Product Marketing Manager - Kramp BV



Locatie

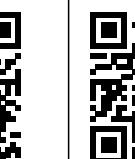
Drenthe, Zandpol

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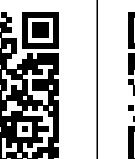
Partner with Product Management to understand the strategy and translate it into impactful GTM approaches, communication content, tools, demos and knowledge sharing programs. Contribute to the overall product strategy and manage global launch calendars, ensuring alignment with the product roadmap to grow Kramp's product line. Formulate value propositions for Kramp and its partners to introduce existing and new products. Evaluate product marketing projects using relevant data measures in an effort to iterate, improve and build upon performance, while contributing to global and local KPIs. Be responsible for planning and budgetary control of all product marketing executions (in consultation with Marketing Director). Ensure ongoing engagement, support pipeline growth and strategic partner



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