



# Jigsaw®

## Sr. Marketing Manager, Enterprise Solutions

---

Location: San Mateo, CA

Reports To: Director of Marketing

### **The Company**

Jigsaw ([www.jigsaw.com](http://www.jigsaw.com)) is quite simply unlike any other organization. We firmly established ourselves as one of the unique success stories of the Web 2.0 revolution. For the past several years Jigsaw has been leveraging user generated content to map the global business community. By doing so, we have created an online, collaborative business-contact marketplace where marketers, recruiters, and sales people can buy and trade third-party business contact information. Even the most world-weary VC's applaud the paradigm shifting vision at the heart of the Jigsaw story:

*"It's always a mind blower when some startup fundamentally changes the rules in any category that is assumed to be mature."*

**Jeff Nolan, SAP Ventures**

This is a rare opportunity to join one of the most unique companies in Silicon Valley, where a healthy contempt for the status quo is essential, and to play a central role in accelerating the growth of this successful business to a position of global market leadership. Jigsaw is a venture-funded startup with offices in San Mateo, CA, and Post Falls, ID.

Find out what the Wall Street Journal, San Francisco Chronicle, Business 2.0, Smart Company and Information Week are saying about Jigsaw by going to our Press Room at [www.jigsaw.com](http://www.jigsaw.com). We look forward to hearing from you!

### **The Role**

Reporting to the Director of Marketing, the Senior Marketing Manager, Enterprise Solutions will be responsible for positioning, packing, and promotion of Jigsaw's Enterprise Solutions, support sales in developing sales tools, and conceive and manage all marketing strategies and campaigns designed to create qualified corporate sales leads.

### **Responsibilities**

- Develop and execute marketing strategy and plans to substantially grow Jigsaw's revenues and market share in large enterprises.
- Define the packaging and productization of Jigsaw's Enterprise Solutions. Create MRDs for defining new enterprise products.
- Develop and implement effective integrated marketing campaigns encompassing direct/email marketing, web marketing, webcasts, to generate demand and qualified leads for Jigsaw's Corporate solutions.
- Oversees development, production and distribution of pre-sales tools, promotional and collateral materials: including web sites, service offering launches and roll-outs, data sheets, case studies, white papers, various templates, internal fulfillment system and other sales tools as determined.
- Create lead nurturing and multi-touch point marketing campaigns.
- Measure and report on effectiveness of marketing programs and campaigns, with the purpose of improving resource allocation, efficiency, and revenue generation.
- Partner with sales to understand the customer climate and sales' needs in order to develop effective sales tools.
- Partner with product management to ensure Jigsaw's products and pricing meet the needs of our corporate customers.
- Define pricing and packaging of offerings for corporate accounts.
- Create and manage customer programs including customer reference programs, case studies, and customer feedback.
- Oversee competitive intelligence program.
- Assist with RFI's, RFP's and proposals – SOW's, etc. on an as-needed basis.
- Ensure that marketing activities tie in with overall corporate marketing strategy.

**Requirements**

- 10+ years of experience in marketing business-to-business solutions
- Expertise in marketing software and services to large enterprises.
- Knowledge and experience with marketing data is highly desirable. Salesforce experience a plus.
- Experienced in product packaging, positioning & pricing.
- Should be self-motivated and results-oriented, have strong analytical and communication skills, and be a team player.
- Experience with brand management and strategic positioning a plus.
- Excellent communications and organizational skills.
- A degree in Marketing or Business preferred, MBA a plus

**Benefits:**

- Competitive salary based on experience
- Medical, Dental, Vision, AD&D, Life and Long-term Disability Insurance
- Medical and Dependent Flexible Spending Account Plans
- 401K and stock options

**How to Apply:**

- Please visit: <https://home.eease.com/recruit/?id=472981>
- This is a full-time position