



Job Description

Job Title: Product Manager

Reports to: President - Americas

Direct Reports:

Location: Roswell, GA (Americas)

This position is responsible for launching hardware and software products to our customers.

In the role, you will be responsible for creating new solution-driven narratives and bringing new products to market. You will work closely with sales, customer success, and development to ensure that all our products resonate in our target industries.

Product Responsibilities

- Define and manage end-to-end GTM strategy for an entire telematics and OEM integrations product area, including messaging, positioning, launch planning, sales enablement, customer adoption.
- Create messaging that showcases Cooltrax's vision and unique story. The results can range from keynote presentations to hands-on-workshops, to customer-centric videos and more.
- Act as the subject matter expert for multi-channel marketing campaigns that resonate with internal and external audiences.
- Develop insights based on product usage data, the voice of the customer, campaign effectiveness, and industry trends and translate those insights into actionable recommendations that promote business objectives and tangible results.

Product Development/Requirements:

- Liaison with product engineering (Australia/US-TBD) to ensure that end-user customer specifications are clearly defined and communicated as part of the overall product.
- 2-4+ years of relevant experience in product marketing, Fleet telematics, solution marketing, growth marketing, product management, or go to market strategy.

Position Type and Expected Hours of Work

- This is a full-time position