

Job offer #20250726 - Product Marketing Manager F/M

XENOCS is an innovative international group, specializing in the development and commercialization of cutting-edge solutions for the characterization of materials at the nanometric scale through X-ray diffraction. We serve an international clientele composed of researchers in universities and laboratories, as well as manufacturers of analytical equipment. Founded in 2000, the company was spun off from the Institut Laue Langevin and is based in Grenoble, with subsidiaries in the United States, Denmark, and China. Our international team consists of over 100 passionate employees.

Join us as :

Product Marketing Manager F/M

We offer you the opportunity to join a growing company, within a multicultural, dynamic, and innovative team. You will work in a collaborative environment in modern offices located on the Presqu'île de Grenoble, designed to foster work-life balance and optimize the performance of our employees.

MISSION

The Product Marketing Manager (PMM) is a key member of Xenocs' marketing team, responsible for driving demand generation across the SAXS business segment. Reporting directly to the Sales & Marketing Director, the PMM will be an integral part of the sales and marketing organization, playing a strategic role in orchestrating marketing initiatives. The role involves close collaboration with regional and global sales teams, product management, R&D, and application teams to define and execute both immediate growth strategies and long-term market expansion plans for the entire product portfolio.

As a key influencer of market positioning and demand creation, the PMM will oversee integrated campaigns, support product launches, and enable marketing efforts to ultimately support Xenocs' growth in the global SAXS market.

MAIN RESPONSABILITIES

- **Go-to-Market Strategy**

Lead the implementation of the global go-to-market plan in partnership with product, application, and sales teams to accelerate product launches and market entry.

- **Customer & Market Insights**

Collect and analyze customer feedback and industry trends to identify new market opportunities and areas for product or service enhancement. Use these insights to inform strategic planning and market segmentation.

- **Campaign Development**

Design and execute comprehensive marketing campaigns aimed at positioning workflow solutions to targeted customer segments, thereby enhancing product adoption.

- **Product Launch Execution**

Collaborate with marketing and product management teams to develop and implement impactful launch strategies for new products and workflow solutions.

- **Demand Generation**

Develop and execute multi-channel marketing programs to maximize demand for consumables and instrument portfolios.

- **Digital Marketing**

Leverage digital tools and platforms (e.g., SEM/SEO, social media, AI-driven solutions) to accelerate revenue growth and increase brand visibility.

- **Commercial Enablement**

Partner with regional and global sales teams to activate channels, improve product knowledge, and increase engagement with target markets.

- **Leadership & Team Development**

Build, lead, and mentor a high-performing, cross-functional marketing team, fostering continuous professional development and innovation.

CANDIDATE PROFILE

Technical Background : Strong understanding of X-ray technology, instrumentation, and ideally X-ray scattering techniques.

Expertise : Proven success in developing and executing marketing strategies, especially within the scientific or analytical instrumentation sector.

Skills and Competencies :

- Excellent interpersonal and communication skills.
- Demonstrated ability to collaborate effectively in a global, matrixed environment.
- Customer-focused with a strong emphasis on enabling customer success.
- Strategic thinker capable of deploying both immediate and long-term growth plans.
- Results-driven, with a proven track record of executing in complex business landscapes.
- Leadership qualities to align cross-functional teams toward common objectives.

Experience : 5-7+ years of relevant marketing experience within the scientific industry, with at least 5 years managing and leading marketing teams.

Travel : Willingness to travel up to 30% domestically and internationally.

This is an exciting opportunity to lead innovative marketing initiatives within a pioneering scientific instrumentation company. Your efforts will directly impact the advancement of SAXS technology and scientific discovery worldwide.

Interested ? Please send your application at recrutement@xenocs.com and fchretien@cns-worldwide.com