



## **Job Description: Vice President, Marketing & Business Development**

The vice president of marketing is responsible for conceptualizing and implementing an ongoing strategic marketing program designed to help the company achieve its business and communication goals. Specific responsibilities include business and market development; market research and planning; strategic direction for promotion and advertising; sales support and coordination; and hiring and directing the day-to-day activities of marketing staff.

1. Develop the annual marketing plan that includes strategies, tactics and resources necessary to achieve target goals.
2. Provide leadership and/or support the design, development, and implementation of products and service lines.
3. Conduct market and competitive position analysis.
4. Provide input and support to the company's leadership in the development of joint ventures, affiliations and partnership arrangements.
5. Coordinate marketing efforts of resellers, including international resellers, with strategic plans and objectives.

### **Required Education and Experience**

1. Ph.D. degree in electrical engineering or physics with emphasis on fiber optic communications and photonics. Experience in high technology small business, telecommunications, datacenter, sensor networks market segments, product marketing and related disciplines.
2. A minimum of 15 years of experience and a demonstrated track record of accomplishments in high technology marketing and planning in growing, dynamic small business.

### **US Citizenship or US Permanent Resident Visa Required**