

JOB DESCRIPTION FORM – Market Development Manager – Defense & National Security Market – Location: Remote

Department Description
<p>Cambium Networks has developed a respected and rapidly growing global defense and national security product practice through a disruptive commercial off the shelf product strategy, leveraging our commercial scale. Titled “Microwave Line of Sight” (MLoS) by US ARMY CENTCOM, Cambium Networks’ core product (PTP 700) is established in US Military theatre. Our success is driven by exceptional new solutions, product performance and compelling value brought to market with a highly focused and capable specialist sales management team.</p> <p>The Defense Market Development Manager is chartered with the establishment and execution of a Strategy that accelerates growth in this important segment for Cambium Networks while working closely with the National Security Sales team. The incumbent will do so through identification and definition of new disruptive solutions to take to the global defense and national security market; driving the adoption of assigned products and services within the market segment and coordinating and focusing the various corporate disciplines on the market segment. This position report to Senior Vice President – Product Management.</p>
Scope of Responsibilities & Position Expectations
<ul style="list-style-type: none">• Direct Product Line Management responsibility of Defense and National Security dedicated cornerstone products, e.g., PTP 700.• Establishment and execution of Cambium Networks’ Defense and National Security Market Strategy; including the Annual Operating Plan, Five-year Solution Plan of Intent, Business Plan, Market Development, and Solution Development.• Provide market specific requirements and guidance to Cambium Networks Product Line Managers regarding defense and national security specific requirements, and supporting business case contribution• Collaborate with sales, product management, supply operations, legal and finance regarding commercial deal assessment; response to tenders including proposal strategy, competitive positioning, pricing models, authorship of responses, and negotiations as required.• Obtain and analyze competitive solutions; and utilize this information to construct competitive positioning, influence product roadmaps, and educate the go-to-market team• Work with development engineering in assessing and choosing third-party technology solutions to meet the business case and time-to-market requirements• Collaborate with marketing communications to drive an effective marketing mix and materials management, as well as new product launch materials development in support of the segment/region• Collect, monitor and analyze sales trends; making recommendations to improve the financial performance of the Defense and National Security market.• Directly or indirectly author white papers, media pieces, and other sales tools and collateral material supporting the assigned product(s), market(s) and or the business as a whole

Knowledge/ Skill Requirement

- 5-7 years of direct and recent experience as a Program Manager with a Department of Defense System Integrator, ideally in the tactical radio space; or US Military Service with a specialization In contracting, logistics, signals, or tactical.
- Requires a BA/BS degree; preferably in Electrical, Computer or Mechanical Engineering, Product Management, Product Marketing, or Business; MBA a plus
- Must have proven technical aptitude, ideally with direct experience in the telecommunications, RF/wireless communication, or networking industries
- Requires a person with entrepreneurial drive to take ownership of our product and market strategy, and execution of same, to achieve our growth goals
- Self-directed and motivated with demonstrable ability to work with minimal day-to-day instruction and execute new assignments with general instruction
- Must have strong verbal and written communication skills; and the ability and confidence to present to small and large groups in public forums
- Travel, including International, will be required; ranging from 20-40%