



**Title: Account-Based Marketing Manager**

**Location: Tokyo, Japan**

Fortinet (NASDAQ: FTNT) is a worldwide provider of network security appliances and the market leader in consolidated network security solutions. Fortinet is headquartered in Sunnyvale, Calif., with offices around the world. If you're looking for a fast-paced, challenging and rewarding environment, then Fortinet is the place for you. We are an equal opportunity employer offering exciting work, competitive compensation and benefits. Fortinet is looking for the best and the brightest to join our highly motivated team.

To accompany our exponential growth, Fortinet Japan is seeking an experienced Account-Based Marketing (ABM) Manager in the IT Industry to help maximize lifetime value of our enterprise accounts by delivering tailored marketing activities and their mix together with other marketing functions, sellers and partners.

This position will report directly to the Japan Marketing Director who will work closely with both channel and sales departments to execute in-country Marketing strategies and plans that are aligned to business and marketing goals.

**Responsibilities:**

1. Build strong partnerships with key stakeholders within the marketing, sales and engineering organizations to partner closely in targeting a select list of ABM accounts in each country.
2. Partner with sales and key marketing teams to create and execute account marketing plans that drive market growth for top tier accounts in enterprise segments.
3. Work collaboratively with our field sales and marketing teams and channel partners through actionable campaigns, collateral, tools, and leveraging our competitive information platforms.
4. Share best practices and leverage insights to support overall ABM demand generation activities.
5. Collaborate cross-functionally to drive events, EBC, high-touch events, door-opener and call-out campaigns.
6. Develop and adapt communications, collateral, presentations, and drive a variety of ABM tactics.
7. Be accountable for exceeding individual and team goals.
8. Perform other duties as required.

**Requirements:**

- 5+ years of experience, particularly in ABM marketing, field marketing, customer marketing, campaigns / demand generation marketing.



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- Very familiar with marketing and sales metrics and KPIs.
- Experience in a field sales and field marketing in customer facing roles is preferred.
- Hands-on experience in partnering with other marketing and sales teams in the day-to-day business is a must for this position.
- Experience in managing agencies and vendors.
- Must be a problem solver and driven by results through continuous self-improvement
- High energy, positive with a 'can-do' attitude
- Budget management skills
- Rapid response skills
- Fluent in both Japanese and English; writing and speaking
- Bachelor's degree, diploma or equivalent work experience required

Fortinet is an Equal Opportunity employer.

We will only notify shortlisted candidates.

Fortinet will not entertain any unsolicited resumes, please refrain from sending them to any Fortinet employees or Fortinet email aliases. Should any Agency submit any resumes to Fortinet, these resumes if considered, will be assumed to have been given by the Agency free of any related fees/charges.

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