



Position: Product Marketing Manager (LAN Edge/FortiSwitch) – Tokyo

Location: Japan, Tokyo

Job Description

The Japan Product Marketing is responsible for developing solution messaging and value propositions for the Japan region to help create awareness and thought leadership in positioning Fortinet as the top security solutions provider and to foster business growth including pipelines.

This position focuses on marketing content serving business development, thought leadership & evangelization purposes in order to educate/inform sales, customers and prospects on Fortinet's positioning by leading team members consist of five.

Reporting to the Head of Japan Marketing - this person will collaborate closely with Japan product marketing, field marketing, Japan sales, head quarter's corporate solution marketing, product marketing, and technical teams to understand Fortinet's solutions and differentiation to write compelling content on our solutions.

Responsibilities:

- Understand the company's business models with the capacity to translate them into internal actionable business insights.
- Demonstrate the ability to translate Fortinet's solutions and services into pipeline/revenue-generating services.
- Influence, motivate and collaborate with key internal and external stakeholders.
- Demonstrate the ability to engage with customers and prospects in face-to-face meetings at the business and the solution levels.
- Work with sales and SE teams to integrate and continually evolve compelling content for the Japan market by interlocking with head quarter's solution marketing team and product marketing team.
- Develop Fortinet messaging that resonates with current and future security trends and industry developments.
- Develop the full suite of marketing materials needed to support a specific solution sell, including the writing of white papers, solutions briefs, EDMs, development of PowerPoint presentations
- Support sales engagement through the development of compelling messages and PowerPoint sales decks
- Act as a market evangelist by delivering Fortinet's vision and value proposition to external audiences across Japan through solid storytelling.
- Collaborate closely with product marketing, field marketing, and PR manager to fuel them with content that can be integrated into communication and demand generation activities.
- Source market data, competitive information, and business cases that support messaging development and differentiation for Japan.

Requirements:

- Minimum 7 years of experience in the IT industry, preferably IT security or networking (especially Enterprise network, Data-center network, Cloud security, Application(Email, Web) security or OT security).
- Strong project management capabilities.
- Proven experience in multi-channel content creation and expertise in creating compelling messages for a business audience.
- An experienced speaker and spokesperson.
- Excellent writing skills, including ability to turn technical jargon into compelling business messages.
- Positive attitude, strong work ethic, and ability to work towards strict deadlines.
- Self-starter, high communication skills, and team working capabilities.
- Ability to read, speak and write English fluently.
- Bachelor's degree in Marketing or related degree. MBA in marketing is a plus.

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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