



Regional Marketing Manager

YellowScan designs, develops and manufactures UAV and mobile LiDAR solutions for 3D mapping professional applications. Our customers use these solutions in the fields of surveying, civil engineering, mining, forestry, environmental research, linear infrastructure monitoring (railways, roads, powerlines...).

Join an enthusiastic team of 40+ people in a high-tech company with strong international growth. Team spirit, commitment and self-management are the driving forces behind YellowScan.

As a Regional Marketing Manager, you will help us develop and execute the marketing plan to drive demand generation and brand awareness in the US market. This is a full-time position for someone with previous experience in the field of B2B marketing, event management and lead generation. The position reports to the Marketing Manager France.

Responsibilities:

Key Objective: Execute and optimize lead generation campaign to reach the sales target within the US market.

1. U.S. Vertical Marketing

- Conduct analysis of North America to determine which LiDAR applications are most commercially viable with YellowScan product portfolio and offerings.
- Report findings to Head of Marketing and USA GM and assess how to approach these critical markets.
- Create applications specific marketing materials to address these markets, including but not limited to; customer interviews, case studies, white papers, videos, images, social-media posts, and live events.

2. U.S. Regional Marketing

- Conduct regional analysis of North America to determine concentration of commercially viable zones. Create “heat map” of data findings to determine regional areas of focus.
- Report findings to Head of Marketing and USA GM and assess how to approach these critical markets.
- Coordinate local asset creation (press releases, emailing, videos) to develop content and deliverables that are aligned with the target audience, personas, and market segmentation
- Manage the local events calendar and all aspects of virtual and physical events

3. Demo Days

- Utilizing analysis of Vertical and Regional data (listed above), work with Head of Marketing and USA GM to determine optimal locations and product mix for Demo Days. (Target 6 events in 2023)
- Own the organization, evangelism, scheduling, logistics, attendee registration, branding, and overall execution of USA Demo Days.
- Lead coordination with Distributors and UAV partners.
- Own data entry of attendee lists and follow-up sales/marketing campaigns to commercialize the event.
- Create report summary of each event and deliver to YellowScan Board of Directors, Head of Marketing and USA GM.

4. U.S. Lead generation and analysis

- Utilize Hubspot marketing tools to create email campaigns to lead base.
- Work with USA GM and Head of Sales to implement “drip” sequencing campaign within Hubspot CRM.
- Ensure all USA directed marketing collateral includes call to action and entry point for sales funnel.

- Enforce collection and entry of all leads at local tradeshows.
- Research and locate marketing opportunities for US market.
- Conduct monthly analysis of lead generation of USA market and report to Head of Marketing, Head of Sales, and USA GM.

5. US. Distributor Liaison

- Reinforce the brand strength of YellowScan by ensuring all Distribution partners have access to all approved marketing materials.
- Conduct regular (monthly) interviews and surveys with Distributor partners to obtain feedback on what marketing materials are needed to support their commercial efforts.

6. Social media

- Monitor social networks
- Under direction of Head of Marketing, develop content release calendar for US market

Once a quarter. Travel will be within Europe for team meetings and events.

About you

- You have **excellent written and spoken English** skills. Proficiency in French would be appreciated.
- Experience with marketing automation and CRM tools such as HubSpot and Salesforce
- Confidence and patience to work with stakeholders and sales team on cross-functional alignment
- Success at connecting and collaborating with remote teams across different time zones
- You are open-minded and curious with an entrepreneurial mindset
- You are organized and able to manage priorities
- Having knowledge in geomatics or sensors or showing a strong interest in technology would be a plus
- Authorized to work within the United States and/or Canada.



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What we offer?

- A company culture focused on efficiency, direct and human relations; opportunities to propose ideas and ensure their implementation.
- A secure atmosphere: our company is open to all profiles
- Team spirit
- Benefits after 30 days including major medical, dental, vision, life, STD, LTD, and 401
- Generous paid time off
 - Vacation
 - Holidays
 - Sick time

Position to be filled as soon as possible on a long-term contract – Based in the USA.
Location to be determined.

Please send your resume and cover letter in English to gaelle.dhauteville@yellowscan-lidar.com