



FULL TIME / PARIS, FRANCE

PRODUCT MARKETING MANAGER M/F

1 OUR MISSION

We believe in a future where nature and technology could blend, to address the next technological challenges.

Woodoo's technology improves wood at the molecular level through lignin engineering, creating next-generation materials. Our mission is to build a biomaterials platform for the decarbonized construction industry, the manufacturing of wood paneling for mobility or the production of wooden alternatives for the luxury industry. We have won more than 40 major international and national awards, such as MIT 35 Under 35 European Innovator of the Year, Horizon H2O2O from the European Commission, and we are supported by the French Ministries of Agriculture, Environment or Research.

2 JOB DESCRIPTION

Your purpose is to lead Woodoo to fulfill its business objectives by creating demand for its ranges of products through effective positioning, messaging and marketing plans. Amongst your OKRs, you'll have to make sure that product sales cycles are shorter and revenues are higher.

Reporting to the SVP in charge of Marketing and Communications, you will be responsible of:

- **Market strategy:** Planning and research (surveys, benchmarks...) to gain in-depth knowledge of the competition, the target markets and on how to best introduce the products into each market.
- **Marketing expertise:** In conjunction with communications, your goal is to convince customers to demand or pull your product through to sale, to create a marketing communication sequence that leads to sales.
- **Product positioning:** In conjunction with the Product Development team, you will define the products positioning which articulate the value propositions and the messaging which links each feature to a customer-oriented benefit.
- **Sales support:** Create great sales tools (convincing products catalog, solid product presentations and decks, compelling demonstrations and sample kits...) to emphasize the sales pitch.

3 YOUR SKILLS AND COMPETENCIES

With 2 to 4 years of experience, you have a demonstrated success in positioning and launching differentiated products that meet and exceed business objectives. You have the proven ability to influence cross-functional teams and work collaboratively with Sales, Product Development, Communications...

- Excellent written and verbal communication skills, both in French and English, including english copywriting skills
- Industrial and technical knowledge about B2B products (construction, mobility, luxury)
- Deep understanding of the sales process and channels in one or many of these industries
- Excellent teamwork skills and motivation to join a dynamic and ambitious start-up
- Proven ability to work in cross-functional teams. The ability to work collaboratively with Sales, Product Development and Communications is especially important
- You are passionate about climate change action



SME Instrument
Phase 2



European Innovator
of the year



Fulbright for the
Future Prize



World Alliance Award



Global Shapers Award



SME Innovation
Associate



4 YOUR EXPERIENCE AND KNOWLEDGE

Proven track record in the following fields is mandatory:

- Developing B2B market segmentations for different technical product offerings
- Analyzing sales data and channel information to create plans to improve product line sales
- Creating consistent positioning statements, messaging and the associated proof points to generate B2B public-facing marketing collateral
- Writing compelling copy for different collateral types and audiences
- Creating information and materials about B2B products and the markets/benefits these products serve
- Co-designing product P&Ls and business plans with the Sales and Finance teams
- A MBA or Bachelor level degree in the construction industry or in Marketing.

5 FEELING LIKE JOINING OUR TEAM?

Please send us your resume and detailed motivations to olivier@woodoo.com

To apply directly on our website, [click here](#).

For faster internal processing, please name your documents as the following: Forename Surname_CV or CL.

Feel free to add any miscellaneous document that can support your application. We will make sure to review your application and get back to you within 48h.

Woodoo is committed to building a diverse team and an inclusive environment where all employees belong. Women, gender-expansive individuals, people of color, of all ages, individuals with disabilities, and LGBTQ+ candidates are strongly encouraged to apply.



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