

About Aviso

Aviso is the AI-guided Revenue Operating System that provides sales and go-to-market teams a single pane of glass to accelerate growth, win more deals, and reduce risk. Aviso AI delivers integrated revenue intelligence for all Go-to-Market team members, drives team-wide actions and course corrections, and enables AI augmentation to help sales teams reduce the burden of CRM. With demonstrated results across Fortune 500 companies and industry leaders such as Honeywell, Seagate, Elastic, Armis, Ivanti, RingCentral, and Marlin Equity Partners, Aviso works at the frontier of AI applications across deep learning, speech recognition, decision management, and computer vision.

Aviso's AI has generated over 350 billion insights, analyzed \$400B in the pipeline, and helped customers win \$164B in deals across customers. By using Aviso, sales teams close 20% more deals with 98%+ accuracy and can reduce CRM cost burden by up to 30%. Aviso is backed by Storm Ventures, Scale Venture Partners, Shasta Ventures, and leading Silicon Valley and global technology investors.

Product Marketing Director

As a Product Marketing Director, you will be the expert in scaling out offerings in existing and new product areas with a focus on Sales and Revenue Operations buying centers. You will be responsible for growing Aviso through a deep understanding of their personas, market trends, and buying criteria. This entrepreneurial role includes staying up to date with different competitive and market landscapes, identifying differentiators, and turning differentiators into messaging that makes Aviso stand out in a hyper-competitive marketplace. You will collaborate with product, sales, enablement, customer success, and other functions to successfully launch new products and exceed revenue goals.

- Develop a deep understanding of different buying center needs and pain points across CRO, Revenue Operations, and Sales Management to create differentiated positioning and messaging
 - Collaborate with other Marketing teams, e.g., Demand Generation and Communications, to create highly impactful, differentiated, and compelling content
 - Own product launches end to end, including for new AI business workflows and core ML platform improvements

- Collaborate with GTM leaders on what makes Aviso different from competitors and communicate value in various forms to shape strategies and marketing programs
- Collaborate with the Sales Enablement to develop product training, objection handling, pitch decks, sales playbooks, and other content to enable internal teams to successfully market and sell our offerings
- Help expand Aviso's analyst and media programs across top-tier analysts, including Forrester, Gartner, Frost & Sullivan
- Support Demo Engineering teams on persona and narrative-driven demos
- Regularly report on performance and business outcomes for product marketing
- Be the face of specific Aviso solutions by creating relevant stories and showcasing them at industry events, webinars, and customer events

About You

- B2B SaaS product marketing experience, ideally with a larger world-class product marketing organization or fast-growing startup environment
- Bachelor's Degree in Marketing, Business, Engineering, or related fields
- Proven expertise in developing meaningful, unique, differentiated messaging that is customized to specific audiences, along with strong positioning
- Excellent writing, storytelling, and communication skills
- Attention to balance the big picture with operating at a detailed product level
- Excellent interpersonal skills and ability to collaborate with cross-functional teams to drive initiatives forward
- Ability to take complex concepts and translate them into simple stories
- Basic analytics and reporting skills and a data-driven approach to solving complex problems

- Bias for action, experiments, collaboration, and results with a growth mindset