



Indus.ai- Director / Manager Product Marketing Director

(Title depends upon experience)

Indus.ai Overview

At indus.ai, we believe a shift is occurring. Large scale construction - bridges, airports, tunnels, buildings - are about to enter an unprecedented phase of growth across North America. And more than ever before, we believe advanced analytics will be used to ensure those projects happen on time and on budget.

What are we trying to do?

Construction sites are organized chaos. They are a dizzying circus of materials, people and equipment. The project manager onsite is a gladiator attempting through sheer force of will, and armed with little more than a clipboard and a radio, to keep a behemoth project on track. ***The project manager however is overmatched and the impact is that 90% of large construction projects in the US are over budget by an average of 80%.***

Welcome to indus.ai

The indus.ai platform works as a Project Manager's second pair of eyes, identifying important construction events ranging from security concerns to equipment risks to performance lags. This unique technology analyzes data from an array of camera feeds (leveraging advanced AI & Machine Vision) to enable real-time intervention.

We are backed by well-respected VCs UP2398, Omidyar Network, and Bootstrap Labs. We launched our platform in 2016 and already have clients across Hong Kong, Canada and the US.

Who do we want - Product Marketing Director / Manager

As a Product Marketing Director / Manager, you will be the voice of our products in the market. You will define our target buyer, develop our competitive positioning and craft communication to best position Indus.ai versus the competitive offerings.

Attention to detail and an eye for quality, along with the ability to grasp and translate technical capabilities into benefits is crucial.

Key Attributes:

- Develop product positioning and messaging that differentiates indus.ai products in the market
- Define and develop appropriate content, collateral and programs to grow awareness, educate market and drive successful end user engagements
- Partner with the sales organization to identify and develop the sales tools that support the selling process of Indus products
- Foster customer relationships to develop references, drive case studies and identify champions



- Identify and implement relevant marketing automation tools to facilitate ongoing analysis and communication with target prospects

Years of Experience:

- 5-10 years of software product marketing experience with at least 2 years experience in a field facing role
- At least 1 prior stop at a small company (< 25 employees) where candidate was one of first 1-3 marketing employees
- Strong understanding of Mid-market or Enterprise grade SaaS businesses
- Bachelor's in business or marketing
- Very strong written communication skills
- Willing to travel 25%
- Excellent people and management skills to interact with staff, colleagues and cross-functional teams, and third parties
- Nice to have: understanding of Construction Tech, or adjacent verticals including such as Real Estates, Oil and Gas, or Mining

Education:

University Degree

Perks:

- Opportunity to play a foundational role at a well-funded startup Work with people like yourself - talented and thoughtful; passionate about solving challenging problem and creating new behaviours
- Full medical/vision/dental + 401K

Location:

San Francisco or Redwood City, CA

Contact:

careers@indus.ai