

Global Marketing Segment Leader

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Company: Schneider Electric

Location: Poland

Category: business-and-financial-operations

Role mission Schneider Electric is seeking a highly motivated and experienced Global Marketing Segment Lead to drive marketing strategies for the Life Sciences Manufacturing end market. Reporting to the Global Marketing Segment Director within the Industrial Automation Division, the individual will be responsible for developing and implementing comprehensive marketing plans to support sustained business growth and enhance brand awareness globally. Main Responsibilities Develop and execute a customer-centric marketing segment strategy to support the annual plan and adapt it quarterly to reflect changes in customer needs and market dynamics Collaborate with segment commercial leaders and country segment marketing teams to align plans and provide guidance for deployment Lead the development of differentiated value propositions and strategic messaging targeting C-level and operations-level audiences Create thought leadership content to elevate the company's position in the market through global events, tradeshow, PR, and tier segment media publications Lead the end-to-end marketing campaign for Life Sciences, including content development, promotion, and end-user demand generation programs Manage the strategic marketing calendar for the segment, including content releases and communication to key stakeholders Monitor and analyze customer behavior, industry trends, and competitor marketing activities to drive positioning and customer journey mapping Support Annual Marketing & Sales Planning (AMSP) activities Support sales and channel readiness through the development and deployment of impactful sales enablement tools Oversee the global segment marketing budget and track performance through marketing dashboards and analysis tools Present quarterly marketing reviews to global and key

country stakeholders Profile Experience and Qualifications: Bachelor's Degree in marketing and/or business management; MBA preferred 10+ years of experience in segment marketing, strategy, and/or marketing communications, preferably within the pharmaceuticals or life science industry Experience in driving account-based marketing, strategic marketing, content marketing and digital demand generation initiatives or segment campaign support in a big country Strong understanding of digital marketing and marketing automation program development Open minded, curious and possess learning mindset. Willingness to embrace change and continuous improvement Excellent written and verbal communication skills in English Proficiency in Microsoft Office (Word, Excel, PowerPoint) Ability to travel approximately 10-20% domestic and international travel required Key Attributes & Competencies Strategic thinker, proactive in approach and performance-oriented Ability to work effectively in a multi-functional & multi-cultural environment Resilient under pressure and adapt at managing multiple priorities. Ability to navigate complexities and manage ambiguity. Exceptional leadership, stakeholder and team management abilities. Articulate, confident with strong written and oral communications skills Creative and out of the box thinker Strong relationship skills with the ability to work with people across diverse backgrounds Ability to effectively lead, inspire, influence and direct at the highest level

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