

PR/096316 | Solution Product Marketing Manager

Job Information

Recruiter
JAC Recruitment Vietnam Co., Ltd

Job ID
1616928

Industry
Electric Power, Gas, Water

Job Type
Permanent Full-time

Location
Vietnam

Salary
Negotiable, based on experience

Refreshed
November 10th, 2026 15:00

General Requirements

Minimum Experience Level
Over 6 years

Career Level
Mid Career

Minimum English Level
Business Level

Minimum Japanese Level
None

Minimum Education Level
Associate Degree/Diploma

Visa Status
No permission to work in Japan required

Job Description

We are looking for an experienced Solution Product Marketing Manager to lead the product marketing team and business growth of solution portfolio across three key pillars:

• Digital Workplace Solutions (Meeting Room, Collaboration & Workplace Experience Solutions)

• Workflow Solutions (Content Management & Workflow Automation)

• Cloud & IT Services (Managed IT Services, Cloud, Infrastructure & Security Solutions)

The ideal candidate possesses strong knowledge of workplace technologies, document and workflow transformation, IT services, customer insights, and market trends, and can translate these insights into effective go-to-market strategies that drive market adoption, pipeline generation, and revenue growth.

JOB RESPONSIBILITIES

1. Product Strategy & Portfolio Management:

- Develop and manage product positioning, value propositions, and key messaging for solution portfolio, ensuring alignment with customer needs and competitive differentiation in the Vietnam market.
- Collaborate closely with regional and global product teams to understand product roadmaps, enhancements, and strategic directions, and translate them into localized plans and actions that meet Vietnam market requirements.
- Monitor and manage the full product lifecycle by analyzing performance, reviewing customer feedback, and tracking market trends, then recommend enhancements to the regional team or propose phase-out strategies for products that are no longer performing effectively.

2. Market & Customer Insight Analysis:

- Lead the GTM strategy for new solution launches, including pricing, channel strategy, sales enablement, and promotional plans.
- Develop business cases and forecast product potential to support investment and resource planning.
- Create integrated marketing programs to increase awareness, demand, and adoption of solution products.
- Collaborate with the Digital Marketing team on marketing activities, webinars, events, and customer workshops to effectively promote solution capabilities.
- Evaluate campaign effectiveness and optimize strategies based on performance metrics.

4. Sales Enablement & Performance Support:

- Provide sales teams with product training, competitive insights, sales kits, demo scenarios, and solution playbooks.
- Work closely with sales leaders to identify barriers to selling and develop tactics to overcome them.
- Track solution performance and work with sales to improve conversion and customer retention.

5. Cross-functional Collaboration:

- Partner with Technical, Pre-sales, Sales, and Operations to ensure end-to-end readiness of solution offerings.
- Collaborate with external vendors and partners to support co-marketing initiatives.

JOB REQUIREMENTS

- Bachelor’s degree in information technology, or Marketing with a strong foundation in technology driven solutions.
- Minimum 5 years of experience in Product Marketing, Solution Marketing, IT Solution Sales, or related roles.
- Experience in enterprise software, office solutions, workflow automation, cloud services, or digital transformation solutions is highly preferred.
- Strong understanding of IT technologies, digital solutions, and enterprise workflows.
- Proven ability to convert market insights into actionable business strategies.
- Excellent communication, presentation, and stakeholder management skills.
- Strong analytical and problem-solving capabilities.
- Ability to manage multiple projects and meet deadlines.
- Good communication in English (written and spoken).

BENEFITS

- Competitive salary package with performance-based incentives aligned with business outcomes
- Comprehensive insurance coverage in accordance with Vietnam labor law, plus additional healthcare benefits
- 13th month salary, annual performance review, and attractive performance bonus.

- Opportunities to engage with regional stakeholders and participate in strategic projects
- Clear career progression toward senior leadership roles (Head of Marketing / Business roles)

About the company

We are a global leader in the office document market and workflow improvement. We are internationally renowned for our expertise, and our success is based on breakthrough technology, innovative engineering, and superior product quality.

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Notice: By submitting an application for this position, you acknowledge and consent to the disclosure of your personal information to the Privacy Policy and Terms and Conditions, for the purpose of recruitment and candidate evaluation.

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Company Description