

## Marketing and Communications Director, Americas

### COMPANY DESCRIPTION:

SLM Solutions is a leading provider of metal based additive manufacturing technology, commonly referred to as 3D printers, utilizing selective laser melting powder bed fusion technology. Our 3D printers are designed to produce parts directly from a variety of metal powders. The customers for our metal based additive manufacturing systems come from various industries such as aerospace, energy, healthcare, and automotive. Headquartered in Lübeck Germany, SLM Solutions has approximately 420 employees worldwide.

### POSITION DESCRIPTION:

The role of Marketing and Communications Director, Americas reports to the VP, Sales and Marketing, Americas and requires a fast-paced, bold and creative candidate who is cutting edge, believes additive changes the world of manufacturing and passionately lives the SLM Solutions culture. This is a crucial role in ensuring the successful growth of our organization in the Americas. As such, we are looking for a personality who is an innovative, forward thinking leader with energy and a strong desire to leverage the power of marketing and communication to make an impact to our company and industry.

In addition, the Marketing and Communications Director, Americas will:

- Define the strategy and lead the execution of SLM marketing efforts under the guidance of the VP of Marketing and Communication in Lübeck, Germany. This includes brand messaging, B2B demand generation, pipeline generation, executive and corporate communications in relation to the Americas, support sales and services of the install base customers, and foster Additive industry relations for SLM Solutions.
- Provide input to business decisions based on known market conditions, analysis, and direction.
- Build, mentor, and motivate a high performing team that challenges the status quo by driving results that improve revenue and profits.
- Create a model to track program success and drive continuous improvement.
- Develop and implement ROI-driven, measurable marketing programs that align with SLM business strategy and deliver practical outcomes.
- Provide leadership and strategic decisions for Americas trade show engagement, execution, and value proposition.
- Collaborate across all functions to achieve strategic goals.

This position requires approximately 20% travel.

## **QUALIFICATION REQUIREMENTS:**

- Bachelor's Degree in Marketing, Communications, Engineering, Business, or related discipline from an accredited university or college or equivalent knowledge and experience.
- 7+ years' experience with growing responsibilities in marketing and communications, including proven success at a technical product company.
- Passion and proven success in setting up and executing a global marketing strategy.
- Leadership experience as well as the ability to create a unique team spirit within the marketing organization.
- Above-average oral, written, and visual communication skills.
- Hands-on experience effectively managing a marketing budget as well as demonstrated success improving return of marketing investment.
- Excellent cross-functional collaboration skills. The ability to excel at both high-level thinking and execution as well as influencing others to achieve common goals and commitments.
- Proven track record of working with global teams.

## **DESIRED CHARACTERISTICS:**

- MBA and strong business acumen.
- Track record of creating and executing impactful strategic initiatives and plans with global impact.
- Good knowledge of 3D products and the additive manufacturing industry.
- Strong interpersonal, influencing, and team building skills; proven ability to work well in a matrix environment.
- Strong experience leading or managing projects of various size, duration, and scope and across geographies.
- Ability to think expansively, innovatively and laterally in a global environment.

## **Our Comprehensive Benefits Package Includes:**

- Diverse, global, growing organization with flat hierarchies in a trend-setting industry.
- Competitive compensation.
- Medical, Dental, and Vision insurance; short-term and long-term disability insurance.
- Life Insurance.
- 401K with Company Match.
- Flexible Spending Accounts.

## **Apply through our Indeed posting.**

NO RELOCATION ASSISTANCE AVAILABLE.

SLM Solutions NA, Inc. IS AN EQUAL OPPORTUNITY EMPLOYER.

SLM Solutions NA, Inc. participates in the E-Verify program for Employment Eligibility Verification.