



**NComputing**  
**Director of Corporate Marketing**  
Marketing | Redwood City, CA,

NComputing is a leader in bringing the power of desktop virtualization to organizations worldwide. With our unique end-to-end solution that delivers with a high-end PC experience at breakthrough price points, customers around the globe are able to either replace or refresh their desktop infrastructure to deliver more seats to more users with more control than ever before. As a testament to our success, IDC named NComputing the third-largest VDI company during Q3 2011. We call that “The Power of N.”

We’re looking for an experienced and scrappy Director of Corporate Marketing to lead the development and effective execution of end-to-end corporate marketing programs that drive brand awareness, thought leadership and revenue growth. The ideal candidate is someone who is strategic thinker with a creative mindset and the ability to execute consistently on commitments. Most importantly, we’re looking for someone to provide leadership and spark within the marketing organization and across the larger company.

**Responsibilities:**

- Develop integrated and compelling marketing and communication plan enabling prospects, partners, industry analysts and media to develop a positive and differentiated view of NComputing and its offerings.
- Collaborate to build and execute NComputing marketing plan, revenue-generation strategies, online marketing, sales enablement, AR/PR, analyst relations, and social media.
- Deliver on all marketing programs (marketing materials, customer and market communications, marketing campaigns, press releases, corporate website, etc.).
- Support global marketing planning and execution with development of appropriate assets and capabilities to drive high efficiencies across budgets and local execution.
- Drive customer advocacy process, including customer testimonials and videos.
- Actively monitor, measure and report on the effectiveness of marketing campaigns. Collaborate with sales to develop closed-loop processes and common approach to demand generation.

**Qualifications:**

- 10+ years of corporate marketing experience with a focus on B2B marketing, especially in the education and SMB/SME segments
- An established track record of managing corporate marketing and communications across demand generation, online marketing, sales enablement, PR, analyst relations, and social media
- Strong messaging, communication, and creative skills, including excellent writing skills
- Proven team leadership a must.
- Hands-on or startup experience a must, especially the ability to work under tight deadlines with limited resources
- Strong analytical skills with a proven track record of success setting and achieving ambitious goals
- Ability to multi-task and quickly prioritize projects and communicate priorities to stakeholders
- Experience with Salesforce.com and Marketo (or another marketing automation tool)
- Bachelor’s degree required, MBA is a plus