



Job Description	
Job Title	Director - Hosting & Managed Services
Business	Global Business
Function	Marketing & Strategy
Sub Function	Product Management
Position Reporting to (Role)	Group Director - Marketing & Strategy
Location	DAKC , India

Role Summary

Product Management role for candidates with minimum 15 to 20 yrs. of co-location/ managed services/ managed security experience in a similar profile. The role requires complete ownership of RGCOCM's complete Co-location and Security Business from AOP finalisation to revenue generation.

The role also involves working closely with engineering, sales, service support and commercial teams to evolve and implement GTM (Go To market) strategies (marketing, commercial and product positioning) for the Hosting and Security business. The role also envisages leadership and accountability to develop new business for these services.

Duties and Responsibilities

The main duty & responsibility of the function is to successfully manage the existing product portfolio and develop new products from concept to launch and to maximize profitability of the product.

Drive global marketing plans that increase awareness of RGCOCM as a provider of managed hosting and security services such as co-location, managed firewall intrusion prevention, secure managed email and URL filtering apart from the managed network services.

Create and drive global marketing plans that increase awareness in the enterprise space and the service provider and network integrator communities

Ownership for Annual AoP for the Hosting and Security Business and price benchmarking with the market for various such Services.

Generate demand for these services with fully integrated demand generation campaigns

Develop messaging and primary customer facing content: data sheets, brochures, presentations, webinars, websites, white papers, byline articles and others

Develop and execute thought leadership campaigns and supporting content

Develop and launch creative service packages for key target buyer profiles, applications, verticals, geographies or other relevant sub-segmentation.

Define sales opportunities and market entry strategies based upon market place dynamics, product benefits, and competitive positioning

Coach the sales teams for effective opportunity identification; qualification; and communication of value propositions,

differentiators, competitive positioning and features/functionality of our managed security services
Define and develop effective sales training programs and materials

Integrate key learning's from ongoing interactions and communications with existing customers and prospects for research, testing and ongoing feedback

Key Performance Indicators

Meet revenue objectives

Meet profitability targets

Meet product development and product launch timelines

Establish market leadership position vis a vis the competition

Penetrate the defined customer segments across the defined geographies

Contact with Others

Internal	Sales, Sales Support, Commercial, Operations, Finance & Engineering department
External	Potential Clients, Vendors and Peers in the industry

Qualification & Experience

Educational / Academic Qualification	Essential:	Engineering
	Desirable:	MBA
Professional Certifications / Additional Qualification	Essential:	Experience in Hosting and Security Services portfolio business in a large Telecom / IT organization
	Desirable:	Product Management & Development experience
Experience(Min. years)	15-20 Years	
Other Criteria(If not addressed above)	-	

Candidate Specification:

A successful track record as a team player in the product management & development domain of a multi-national organization.

Minimum of 10+ years preferably in the Telecom / IT industry or in any technology services industry.



Experience of global processes and systems and of working as part of a cross functional team

Experience in leading projects and managing them end-to-end with ownership and self-motivated individual.

Technical/Functional Skills: (“E” - Essential and “D” - Desirable)

Experience in running and managing a telecom product business - operations, product management or development. (E)

Experience in working with international teams - internal or external. (E)

Experience in working at cross-functional team levels

Competency & Behavioral Skills: (“E” - Essential and “D” - Desirable)

Excellent analytical skills (E)

Self motivated and good attitude (E)

High level of numeracy and communication skills both written and oral (E)

Go getter with good interpersonal skills (D)

Ability to take ownership of issues and deliver on key objectives (E)

Multicultural sensitivity (D)

To apply for this position, please send your updated CV to careers@relianceglobalcom.com with ‘Director - Hosting & Managed Services’ in the subject line.