

Product Manager Martech (m/f/d)



Temporär Jobregion: Rotkreuz Stellenprozent: 100%

Beschreibung

As a first-tier supplier to our renowned business partner **Roche Diagnostics in Rotkreuz**, we are currently looking for a motivated and dedicated **Product Manager Martech** for a temporary assignment of 12 months, with high probability of extension.

At Roche, the passion lies in transforming healthcare and changing patients' lives for the better. As a global leader in pharmaceuticals and diagnostics, Roche commits to scientific excellence, cutting-edge innovation, and sustainable growth. The company believes that good business means a better world, achieving this by fostering an inclusive, collaborative environment where employees are empowered to push the boundaries of medical science and technology. Joining Roche means bringing personal purpose to a team that values integrity, courage, and passion, ensuring that the right treatment reaches the right patient at the right time.

The ideal candidate is a dual-threat product leader with at least 5 years of Martech experience, bridging long-term marketing strategy with hands-on Agile sprint execution. They combine deep technical literacy - from API architecture to GDPR compliance - with sharp business acumen to drive measurable ROI. As the sole point of accountability, they seamlessly manage backlogs, refine user stories, and ensure high-velocity, high-quality development cycles. Fluent in English, they excel at translating complex technical requirements into strategic value for engineering and business stakeholders alike.

Tasks & Responsibilities

As a Product Manager, you are the end-to-end champion of the marketing technology solutions. This hybrid role is responsible for the entire product lifecycle - from defining the long-term vision and market strategy ("The What") to leading the tactical execution and sprint delivery ("The How"). You will serve as the single point of accountability, ensuring that the Martech stack is strategically aligned with business goals while maintaining a high-velocity, high-quality development output.

Strategic Leadership & Roadmapping

- Vision & Strategy: Define and communicate the product vision and long-term roadmap for the Martech ecosystem.
- Market Analysis: Conduct research on marketing trends, API integrations, and the competitive landscape to ensure product-market fit.

BERATER



Kristof Wildmann
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Seniority Level
Mitarbeiter

Berufskategorie
Administration /
Verkauf / Einkauf

Stellenprozent
100%

Jobtyp
Temporär

Referenz-Nr.
KWI-AVE-T-57142

Jobregion
Rotkreuz

- **Business Alignment:** Partner with the Business Owner to ensure the product delivers measurable ROI and supports the company's broader financial objectives.

Tactical Execution & Delivery

- **Backlog & Sprint Management:** Own the end-to-end backlog; draft, refine, and prioritize user stories to ensure the development team has a clear path for every sprint.
- **Agile Facilitation:** Lead sprint planning, define sprint goals, and participate in daily stand-ups to unblock the Scrum team and ensure timely increments.
- **Functional Specifications:** Translate marketing requirements into clear technical specifications.

Stakeholder & Team Orchestration

- **Cross-Functional Bridge:** Serve as the primary liaison between Marketing/Sales stakeholders and the technical development team.
- **Quality Assurance:** Validate that every product increment meets the "Definition of Done" and fulfills the strategic intent established in the roadmap.

Must Haves

- Minimum Bachelor's degree in a relevant field
- Previous experience in marketing platforms and product ownership
- Minimum 5 years of experience within Martech
- **Dual-Competency Expertise:** Proven ability to balance high-level strategic thinking with meticulous, detail-oriented execution in an Agile environment
- **Martech Domain Knowledge:** Strong understanding of the marketing technology landscape and data privacy regulations (GDPR/CCPA)
- **Agile Mastery:** Expert-level experience with Scrum frameworks, backlog grooming, and product management software
- **Technical Literacy:** Ability to discuss API capabilities, data schemas, and system architecture with engineers while explaining business value to business leaders
- **Analytical Mindset:** Strong capability to use data and customer insights to make prioritization decisions
- **Language Skills:** Fluency in English required; German is a plus

Benefits

- Become part of one of the most prestigious pharmaceutical companies and actively shape the future of healthcare
- Experience a work culture that promotes diversity and inclusion and where all employees feel valued
- Work on a state-of-the-art campus featuring green spaces, meeting areas, and an inspiring atmosphere
- Work with modern and up-to-date tools in an innovative work environment
- Start with a professional onboarding process and a thorough introduction to your new role during the Welcome Days
- Benefit from financial support for your professional development plans
- Enjoy a selection of high-quality meals in modern staff restaurants

- As part of a sustainable mobility concept, on-site parking spaces are available to you
- Take advantage of unbeatable, year-round discounts at renowned retailers and over 200 top brands
- Benefit from fleet discounts when purchasing new cars or receive constant fuel discounts

Are you interested? Do not hesitate and submit your complete application documents online today. We look forward to hearing from you!

Wir wertschätzen Vielfalt und begrüßen daher alle Bewerbungen - unabhängig von Geschlecht, sozialer Herkunft, Religion, Alter und Identität. Zur leichteren Lesbarkeit und besseren Verständlichkeit verwenden wir nur eine Gender-Form. Selbstverständlich sind im jeweiligen Kontext alle Genderformen gleichermassen gemeint.

Unser Bewerbungsprozess

