

Reports to: CEO/President

Department: Marketing

Classification: Exempt

Last Updated: 09/12/2024

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### Job Summary:

The Chief Marketing Officer (CMO) is responsible for developing and driving comprehensive marketing strategies that align with King Technology, Inc.'s (KTI's) business goals and enhance its market position. This position is responsible for brand and channel management and the company's product life cycle processes. Additionally, the CMO will organize, develop and manage a best-in-class marketing team that aligns with KTI's strategic growth plans and serves its internal and external constituents with excellence. The CMO is a member of the Executive Leadership Team (ELT), will report directly to the President & CEO and will work with the team to develop strategic plans to grow KTI's business.

### Essential Functions:

- Develop and implement a comprehensive marketing strategy that supports the company's business goals and drives brand awareness, customer acquisition and revenue growth.
- Organize and develop a high-performing, core values-aligned and enterprise-minded marketing team across brand management, product marketing, digital marketing and communications functions.
- Develop and manage KTI brands. Leverage new trends and technologies to keep KTI brands at the industry forefront.
- Responsible for developing channel management strategies including utilization of Brick and Mortar, OEM and E-Commerce platforms.
- Oversee the total Product Life Cycle management of KTI products.
- Collaborate with cross-functional teams, including sales, customer service, engineering and regulatory to ensure a cohesive approach to market positioning and customer engagement.
- Oversee marketing campaigns that produce meaningful results. Have working knowledge of modern tools that provide data to determine campaign effectiveness.
- Represent the company and develop partner relationships at industry events, gaining insight into consumer desires, behavior and market trends.
- Participate as a member of the ELT to set business strategic and drive initiatives to meet company growth goals.
- Other duties as assigned.

### Job Qualifications:

- Bachelor's degree in marketing, business or a related field; MBA or relevant advanced degree preferred.
  - 15 years of marketing experience, including Brand Management, Product Marketing, Digital Marketing & Analytics, Creative and Customer Experience/Engagement. Significant senior leadership experience required.
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- Visionary and strategic thinker capable of leading brand and marketing transformation initiatives that drive growth and customer loyalty.
  - Demonstrated ability to implement and optimize marketing processes and systems to achieve business objectives and enhance brand value.
  - Strong leadership skills with the ability to lead and inspire a high-performing marketing team.
  - Excellent communication and interpersonal skills, with the ability to build relationships across all levels of the organization.
  - Ability to travel up to 25% of the time to support business needs.
  - Embrace and foster company values of Integrity, Excellence, People Chemistry, Golden Rule, Courage and Servant-Leadership.
  - Entrepreneurial Operating System (EOS) exposure a plus
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