



Northeastern University
MBA Corporate Residency
Job Description Form

Company Information

Company Name: Sterling Commerce, Division of AT&T

Address: 900 Chelmsford Road

City: Lowell

State: MA

Zip: 01851

Industry: Supply Chain Software

Web Address: www.sterlingcommerce.com

Company description: Sterling Commerce, a subsidiary of AT&T Inc. (NYSE:T), has more than 30 years of leadership and expertise in helping FORTUNE 500® customers thrive in a global economy by optimizing the performance of their business communities. With nearly 30,000 customers worldwide, the company is one of the world's largest providers of multi-enterprise collaboration solutions. Sterling Commerce has unparalleled experience in the retail, consumer packaged goods, manufacturing, financial services, healthcare and telecommunications industries.

Contact Information

Contact Name: Lorne Jones

Title: General Manager Distribution and logistics industries

Phone Number: 978-513-6305

Fax Number: 978-953-2829

Email Address: Lorne_Jones@Stercomm.com

Job Information

Job Title: Industry Marketing Manager – Distribution and Logistics Industries

Position Description

Manage and Execute Go-To-Market Strategy

- Supports the development and execution of, compelling outbound campaigns that are relevant to the target accounts and solicit positive prospect engagement.
- Develops and executes comprehensive launch plans and manages outcomes to target objectives.
- Develops high quality collateral and sales tools to present a compelling industry value proposition and differentiate Sterling Commerce in the marketplace.

Sales Enablement and Geographic Expansion

- Assists the sales force in executing key deals by acting as subject matter expert.
- Creates delivers sales enablement programs to educate and improve the effectiveness of the global sales organization.
- Participates in country expansion plans against the strategic plan.

Thought Leadership

- Creates mind share greater than market share through thought leadership development and engagement in analyst relations, press relations, and industry associations.

Define Solutions



Northeastern University
MBA Corporate Residency
Job Description Form

- Conducts primary and secondary research to identify and evaluate market opportunities across the vertical market.
- Defines solution needs through market requirements documents and the market impact for existing and new vertical solutions.
- Drives solution needs into product roadmaps through engagement with product line managers

Desirable Qualifications:

Knowledge of industry business processes and the applicability of IT solutions within those business processes. Experience executing marketing practices and methodologies. Possesses demonstrated leadership or management skills. Strong capability in framing sales / marketing messages to correlate product capabilities with vertical business processes and benefits. Able to develop and maintain senior-level relationships within the assigned industry or vertical market, and able to successfully partner with decision-makers at all levels. Capable of leading and influencing teams in a matrix environment with no direct reports. Demonstrated analytical capability, with breadth and creativity in developing and utilizing various methods for gathering / synthesizing data and formulating defensible conclusions.

Bachelor degree (or equivalent) in Business or related discipline. Master of Business Administration (MBA) or preferred.

5 years experience in progressively responsible roles with at least 3 years of vertical domain experience. Product Marketing, Product Management, Pre-sales or Professional Services role in a software company, strategy consulting firm, systems integration or consulting firm will be given preference.

Number of Open Positions: One

Hours per week: 40 **Full Time**

Salary: Commensurate with experience

Minimum GPA: 3.3

Majors considered: Marketing, engineering, operations and supply chain curriculums.

|