

## **POSITION OVERVIEW**

Job Title: Vice President, Marketing & Communications  
Business Title: *Vice President, Product Marketing*  
Job Code: VPMARKCOM  
FLSA Status: Exempt  
Department: People & Culture  
Reports to: SVP, Marketing & Communications  
Location: Remote, USA  
Draft Date: 03/18/2026  
Revision Date: N/A  
Approved By: Rachel Limar  
Role: People Leader

## **POSITION SUMMARY**

The Vice President, Product Marketing is the senior leader responsible for product and solution marketing for RP / Mosaic's technology and AI-enabled offerings, including positioning and messaging, go-to-market strategy, and sales enablement to drive adoption, growth, and revenue. This leader builds and scales a high-performing product marketing function and operating model across product launches, market and competitive intelligence, experiential and event marketing, thought leadership and sales enablement. The VP, Product Marketing partners closely with product, technology, clinical, sales, and growth leaders to translate complex capabilities into clear, differentiated value for target buyers and measurable commercial outcomes.

## **POSITION DUTIES AND RESPONSIBILITIES**

### **PRODUCT POSITIONING & MESSAGING**

- Lead enterprise product positioning and messaging for RP's technology portfolio, including AI-enabled offerings, ensuring a clear, differentiated narrative that aligns to growth priorities and strengthens market credibility.
- Develop and evolve product and solution narratives (including clinical, technology, and AI-enabled capabilities), translating features into buyer-relevant value propositions, proof points, and outcomes.
- Define and maintain product marketing frameworks (personas, use cases, messaging hierarchies, and solution taxonomy) that enable consistent interpretation and application across teams and channels.
- Build future-facing platform stories and go-to-market narratives that increase relevance, resonance, and adoption—positioning RP's technology offerings as category leaders.

### **GO-TO-MARKET STRATEGY & LAUNCHES**

- Own go-to-market strategy for new products and major releases, partnering with product, sales, and growth teams to define target segments, ideal customer profiles (ICPs) and personas, use cases, packaging assumptions, and launch objectives.
- Establish launch governance and operating rhythms (intake, prioritization, cross-functional planning, resourcing, and timelines), ensuring launches are aligned to enterprise priorities and executed with speed, quality, and rigor.
- Define launch readiness standards (core messaging, demo storyline, web and campaign inputs, sales enablement, and success metrics) and use stakeholder feedback and performance results to drive continuous improvement.

### **SALES ENABLEMENT & FIELD READINESS**

- Oversee development of a sales enablement strategy and roadmap that equips Sales, Client, and partner-facing teams to articulate product value consistently and win in competitive cycles.

- Set clear enablement expectations and KPIs (e.g., content adoption, training completion, pipeline influence, win/loss insights); review results regularly, remove barriers, and ensure continuous optimization.
- Oversee sales enablement governance, including prioritization, content quality standards, and tool/channel strategy (e.g., playbooks, battlecards, FAQs, demo scripts), ensuring accuracy, compliance, and field usability.

#### MARKET & COMPETITIVE INTELLIGENCE

- Lead customer and market insight efforts (voice of customer (VOC), buyer interviews, win/loss, usage and adoption signals) to sharpen go-to-market strategy and improve product-market fit.
- Partner with Product and Sales to develop competitive intelligence (landscape, differentiation, battlecards, objection handling) that improves sales effectiveness and informs roadmap priorities.
- Own analyst and category narrative inputs in partnership with Marketing & Communications; ensure consistent messages across PR, awareness, demand, and sales materials.
- Support pricing and packaging strategy by providing market context, value metrics, willingness-to-pay insights, and packaging recommendations; partner on tests and iteration as offerings evolve.

#### EXPERIENTIAL & EVENT MARKETING

- Develop and lead an experiential and event marketing strategy that supports go-to-market priorities, accelerates pipeline, and strengthens RP's presence in target markets.
- Partner with Sales and Growth to prioritize and plan key industry events, hosted experiences, executive briefings, and field activations; define objectives, audiences, content, and success metrics.
- Ensure event storytelling and onsite experiences reinforce product positioning and key messages; provide inputs for demos, sessions, speaking abstracts, booth/brand experience, and follow-up motions.
- Establish measurement and performance reporting (e.g., attendance, engagement, influenced pipeline, meetings set, progression), and continuously optimize the event portfolio based on outcomes and feedback.

#### THOUGHT LEADERSHIP

- Set the thought leadership strategy for RP's technology and AI-enabled offerings, aligning POVs to enterprise priorities, market opportunities, and buyer needs.
- Partner with executives, product, clinical, and marketing teams to develop compelling points of view, narratives, and proof points (e.g., articles, keynote storylines, webinars, reports, and customer stories) that build credibility and demand.
- Drive editorial planning and governance for thought leadership, including topic selection, content standards, review cycles, and distribution inputs across earned, owned, and field channels.
- Measure impact through clear KPIs (e.g., engagement, share of voice, inbound interest, meeting requests, pipeline influence), and use insights to refine messaging and content strategy.

#### MARKETING LEADERSHIP AND EXECUTION

- Translate enterprise goals into an annual product marketing plan with clear objectives, launch roadmap, strategic priorities, resource plans, timelines, and performance goals aligned to commercialization needs.
- Define and report on KPIs and dashboards for product marketing impact (e.g., launch outcomes, pipeline influence, enablement adoption, competitive win rates, and messaging performance); use insights to optimize strategy and demonstrate value to stakeholders.
- Work closely with the SVP, Marketing & Communications and cross-functional executive leaders to establish effective collaboration, drive clarity on priorities, and improve go-to-market execution velocity and quality.
- Set clear team goals and performance expectations; coach, develop, and retain high-performing product marketing talent and ensure scalable processes across launches, enablement, and insights.

#### CROSS-FUNCTIONAL COLLABORATION

- Build trusted partnerships with product, technology, clinical, sales, operations, and growth leaders to clarify commercial priorities, align stakeholders, and deliver integrated go-to-market plans that advance strategic goals.



- Champion customer-centricity and product-led thinking across the organization; ensure the voice of the buyer informs strategy, roadmap discussions, and go-to-market execution.
- Up to 25% travel as needed
- Performs other duties as assigned.

### **KNOWLEDGE, SKILLS, AND ABILITIES**

- Knowledge – B2B product and solution marketing for technology and/or AI-enabled products; go-to-market strategy and launch management; market segmentation, personas, and buyer journeys; competitive intelligence and category dynamics; pricing and packaging concepts; sales enablement best practices; analyst relations, PR and customer advocacy programs; thought leadership strategy and editorial governance; experiential and event marketing fundamentals (portfolio strategy, field activations, and event measurement); healthcare and/or enterprise technology stakeholder environments.
- Skills – Strategic go-to-market planning and prioritization; positioning and messaging development; executive-level communication and storytelling (written, verbal and visual); cross-functional influence and stakeholder management; sales enablement content creation and training; customer and market research (qualitative and quantitative); event and experiential planning (objectives, audience strategy, onsite storytelling, and follow-up motions); thought leadership development (POVs, abstracts, keynote narratives, webinars, and long-form content); KPI definition and performance reporting; budget and vendor/agency management; translating complex technical concepts into clear business value.
- Abilities – Ability to lead through directors/managers and align teams around shared commercial outcomes; set clear priorities and operating rhythms across launches, enablement, events, and content; influence executive stakeholders and earn credibility with technical and clinical leaders; balance competing priorities and make timely, high-quality decisions; operate comfortably in ambiguity and fast-changing product environments; synthesize data and qualitative inputs into actionable insights; manage sensitive/confidential information with discretion.

### **REQUIRED QUALIFICATIONS**

- Bachelor’s degree in marketing, business, or a related field.
  - 12+ years of progressive product marketing, solutions marketing, and/or go-to-market leadership experience in B2B technology; including 5+ years of people leadership.
  - Proven success commercializing technology products and/or platforms; experience with AI/ML-enabled solutions strongly preferred.
  - Demonstrated experience leading go-to-market strategy and product launches for new products and major releases.
  - Experience owning positioning, messaging, competitive differentiation, and sales enablement in a complex, multi-stakeholder organization.
  - Experience partnering with cross-functional teams and managing agency/vendor relationships, budgets, timelines, and quality across multiple concurrent launches and go-to-market initiatives.
- Exceptional leadership, strategic thinking, and communication skills.

### **PREFERRED PROFESSIONAL SKILLS AND EXPERIENCE**

- Master’s degree (MBA, MS Marketing) or equivalent advanced training.
- Experience marketing complex platforms and solutions across multiple buyer personas and/or international markets; familiarity with analyst relations a plus.

### **Physical Activities**

Ascending or descending ladders, stairs, scaffolding, ramps, poles and the like.

Never       Occasionally       Constantly

Moving self in different positions to accomplish tasks in various environments including tight and confined spaces.

- Never       Occasionally       Constantly

Remaining in a stationary position, often standing or sitting for prolonged periods.

- Never       Occasionally       Constantly

Moving about to accomplish tasks or moving from one worksite to another.

- Never       Occasionally       Constantly

Adjusting or moving objects up to 15 pounds in all directions.

- Never       Occasionally       Constantly

Communicating with others to exchange information.

- Never       Occasionally       Constantly

Repeating motions that may include the wrists, hands and/or fingers.

- Never       Occasionally       Constantly

Operating machinery and/or power tools.

- Never       Occasionally       Constantly

Operating motor vehicles or heavy equipment.

- Never       Occasionally       Constantly

Assessing the accuracy, neatness and thoroughness of the work assigned.

- Never       Occasionally       Constantly

### Environmental Conditions

Low temperatures.

- Never       Occasionally       Constantly

High temperatures.

- Never       Occasionally       Constantly

Outdoor elements such as precipitation and wind.

- Never       Occasionally       Constantly

Noisy environments.

- Never       Occasionally       Constantly

Hazardous conditions.

- Never       Occasionally       Constantly

Poor ventilation.

- Never       Occasionally       Constantly

Small and/or enclosed spaces.

- Never       Occasionally       Constantly

No adverse environmental conditions expected.

- Never       Occasionally       Constantly

### Physical Demands

Sedentary work that primarily involves sitting/standing.

- Never       Occasionally       Constantly

Light work that includes moving objects up to 20 pounds.

- Never       Occasionally       Constantly

Medium work that includes moving objects up to 50 pounds.

- Never       Occasionally       Constantly

Heavy work that includes moving objects up to 100 pounds or more.

- Never       Occasionally       Constantly



I have reviewed this job description and I understand all my job duties and responsibilities. I am able to perform the essential functions as outlined. If I have any questions about job duties not specified on this description that I am asked to perform, I should discuss them with my manager or a member of the Human Resources team.

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Support Teammate's Signature

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Date