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Lead – Marketing & Sales Enablement

Hiring organization
ITOrizon

Employment Type
Full-time

Experience
5+ Years

Role Category
Lead

Industry
Cloud Infrastructure | SaaS | PaaS | Enterprise Tech

Job Location
Bangalore, India, India

Date posted
March 9, 2026

Description

About Us

ITOrizon is a global consulting and technology company that helps enterprises design,
implement, and optimize complex supply chain and digital transformation initiatives. Headquartered in Atlanta, USA, with offices in India (Bengaluru) and the UAE (Sharjah), we
partner with global clients across retail, manufacturing, logistics, and distribution sectors.

We combine deep domain expertise with modern technology to deliver practical, scalable
solutions. Our teams work across strategy, implementation, and managed services — helping
organizations adopt leading platforms such as Oracle, Manhattan, Blue Yonder, and our next-generation composable enterprise platform, Karolium.

Role Overview:

ITOrizon is looking for a strategic and execution-focused Lead – Marketing & Sales Enablement to drive product positioning, sales enablement, and marketing execution across our service and solution portfolio.

This role will work closely with sales, product, and customer success teams to develop compelling messaging, high-impact sales assets, and structured marketing processes that help
accelerate revenue growth and strengthen market positioning.

The ideal candidate combines market insight, storytelling, and operational discipline to
translate complex technology offerings into clear, customer-focused value propositions.

Responsibilities

1. Product, Services & Market Strategy

- Conduct market, product, and competitive analysis to identify customer needs,
  positioning opportunities, and growth areas.
- Translate complex product and service capabilities into clear value propositions and differentiated messaging.
- Develop product narratives, positioning frameworks, and strategic presentations for both internal and external stakeholders.
- Support leadership with market insights and go-to-market strategy inputs.

2. Sales Enablement

- Work closely with sales teams to understand content and communication

requirements across the sales lifecycle.
- Create high-quality sales enablement assets such as:
    - Sales pitch decks
    - Case studies
    - Battle cards
    - Product one-pagers
    - FAQs and solution briefs
- Develop standardized global templates for sales presentations, proposals, and
  marketing collateral to ensure brand and message consistency.

3. Cross-Functional Collaboration

- Partner with product, service delivery, and customer success teams to gather
  insights and convert them into impactful marketing and sales materials.
- Act as a central coordination point between marketing, sales, and service teams to
  ensure aligned messaging and priorities.
- Consolidate inputs from multiple stakeholders and translate them into structured, actionable content and deliverables.

4. Marketing Leadership & Execution

- Lead marketing team meetings and define priorities, deliverables, and timelines
  across campaigns, content, and enablement initiatives.
- Assign responsibilities and manage resources to ensure effective execution of marketing programs.
- Ensure timely delivery of sales enablement and marketing assets aligned with business objectives.

5. Process & Performance Management

- Establish scalable processes for content creation, asset management, and sales
  enablement workflows.
- Track the effectiveness of marketing and enablement initiatives using metrics such as adoption, engagement, and sales feedback.
- Continuously refine messaging, content, and processes based on performance data and stakeholder insights.

Qualifications

- Bachelor’s degree in Marketing, Business Administration, Communications, or
  related field.
- 5+ years of experience in marketing, product marketing, or sales enablement roles.
- Strong ability to translate technical offerings into clear business value messaging.
- Experience creating sales collateral and strategic marketing content.
- Strong communication, storytelling, and presentation skills.

Preferred Skills

- Experience in technology services, enterprise software, or supply chain solutions.

- Familiarity with B2B marketing and enterprise sales environments.
- Strong project management and cross-functional coordination skills.
- Ability to manage multiple initiatives in a fast-paced environment.

What We Offer

- Opportunity to work with global clients and cutting-edge supply chain technologies.
- A collaborative environment that encourages innovation, ownership, and growth.
- Exposure to strategic marketing and revenue enablement initiatives

How to Apply:

Email your Resume to engage@itorizon.com