

## Join the team that is shaping the new technological era

It's not every day that society sees the dawn of new era in technology. Kognitiv Spark works at the technological edge of what Mixed Reality can offer. Mixed Reality is the merging of real and virtual worlds to produce new environments and visualization where physical and digital objects co-exist and interact in real time.

### What we are building:

**Kognitiv Spark** builds next-generation **holographic tools** that can be leveraged immediately by large industrial groups to better support their first line workers. **In partnership with Microsoft**, we are at the forefront of a new industrial and technological revolution, where we are **shaping the future** of how humans interact with and use technology in their day to day environments.

### Who we are looking for:

We are seeking a **Chief Marketing Officer** to build and communicate our industrial mixed reality story that will articulate **our industry-defining RemoteSpark platform for the Microsoft HoloLens**. The Chief Marketing Officer will be responsible for establishing and executing marketing activities to position Kognitiv Spark for global success.

### What you will be doing:

- Develop/execute sales and marketing strategies to meet co-developed marketing goals to achieve business strategy and revenue targets.
- Develop Kognitiv Spark's marketing and brand strategy in line with the strategic vision of the company.
- Work closely with the product development team to distill key functionality and benefits into these core product marketing messages for customers and partners for RemoteSpark.
- Responsible for the company website designed to promote our products and services and provide customers and prospects with the content they need throughout the sales process, as well as a mechanism for lead generation and recruitment of new employees.
- To ensure global visibility and credibility to successfully execute Kognitiv Spark's growth plan.
- Develop product marketing materials that enables our customers to find success with RemoteSpark.

**Who you are:**

- Entrepreneurial, creative individual with a high energy level.
- Degree in post-secondary relevant education.
- 7- 10 years of well-rounded marketing/business development experience in positions of increasing responsibility.
- Experience in high-growth technical company an asset.
- Experience building sales enablement and product marketing collateral from scratch. ideally in an industrial, technical and innovative environment.
- A deep understanding of innovative marketing strategies and a proven track record. of creating initiatives that will drive and increase revenue and profitability.
- Extensive experience in partnering with and advising C-level stakeholders.
- Ability to communicate succinctly, persuasively and with clarity.
- Success in leveraging social media to grow brand awareness.

**What we offer:**

Kognitiv Spark is an innovative company with a dynamic team and experienced leadership operating out of Fredericton, NB. We offer a competitive salary and benefits package but, more importantly, the opportunity to make a difference and be a part of this technical evolution.

**Join the team that is shaping the new technological era.** Send your resume and cover letter to [hr@kognitivspark.com](mailto:hr@kognitivspark.com)