



Product Marketing Manager | B2B Technology

Location: Belgium

Environment: International, fast-growing European technology company

Are you ready to take your career to the next level?

Do you thrive in environments that challenge and inspire you?

Would you like to grow within a team that values both excellence and enjoyment at work?

Taleo Consulting is an international management consulting group with offices in **France, Luxembourg, Belgium, The Netherlands, Switzerland, Spain, Singapore, Portugal, and Italy.**

We've grown into a team of **450+ talented professionals** across **10 offices worldwide**, partnering with leading organizations in **Financial, Life Sciences, Retail, and Energy** - Sectors, to drive transformation and deliver lasting impact.

At Taleo, you'll find more than just a job. You'll join a community of ambitious consultants who share a passion for growth, innovation, and teamwork. Together, we create an environment where you can develop your skills, take on new challenges, and truly make a difference.

What Will You Do?

At Taleo Consulting, we believe that **our growth starts with our people**. When our consultants thrive, so do our clients.

Motivated, curious, and passionate professionals make a real impact, not only on their own careers but also on the success of the organizations they support.

We're looking for individuals who **embody our values** and help us foster strong, trust-based relationships with both our **clients** and our **teams across the globe**.

Our success is built on the **talent, collaboration, and commitment** of our people and we're now looking for an experienced **Product Marketing Manager** to join our journey.

We are looking for an experienced Product Marketing Manager to drive the market success and growth of a product line within an international technology company specialising in secure digital solutions.

This is a strategic role at the intersection of product, marketing and sales, with a strong focus on go-to-market strategy, product positioning and commercial growth.



Key Responsibilities

- Define and execute go-to-market strategies for the assigned product line.
- Develop clear product positioning and messaging, translating complex technical features into compelling business benefits.
- Analyse market trends, competitors, customer insights and commercial performance.
- Create sales enablement materials, presentations, product content and customer-facing collateral.
- Collaborate with product management, sales, marketing and customer success teams to drive product adoption and growth.
- Support demand generation campaigns, pipeline development and regional marketing initiatives.
- Gather customer feedback and develop testimonials, case studies and customer references.
- Monitor marketing performance and use data to optimise product marketing initiatives.

Requirements

- 5+ years of experience in Product Marketing or a closely related marketing role.
- Experience with complex B2B, enterprise or technology-based products and services.
- Proven experience in go-to-market strategy, product positioning, messaging and sales enablement.
- Ability to translate complex technical concepts into clear business value.
- Strong stakeholder-management, communication and analytical skills.
- Experience collaborating with product, sales and marketing teams in an international environment.
- Comfortable working independently in a fast-paced, collaborative organisation.
- Languages: Fluent in Dutch or French, with full professional proficiency in English.

Nice to Have

- Experience in cybersecurity, fintech, financial services or regulated technology.
- Knowledge of digital identity, authentication, digital trust or SaaS solutions.
- Familiarity with European regulatory frameworks related to cybersecurity or financial services.
- Understanding of security concepts such as Public Key Infrastructure (PKI) or emerging cryptographic technologies.

We attract top talent and empower them with the right environment to excel and drive collective success.



Why should you join us?

By joining Taleo, you'll become part of a **talented, international, and dynamic team**.

You'll benefit from **real career growth opportunities**, continuous learning, and the chance to build **long-lasting relationships** across borders and industries.

If you recognize yourself in this description and are ready to grow with a company that values ambition, collaboration, and excellence, let's connect.

Share your CV and take the next step in your journey with Taleo

