

Apj Field & Abm Marketing Director

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Company: Teradata

Location: Central Coast

Category: other-general

APJ Field & ABM Marketing Director Multiple Locations: Singapore • New South Wales, Australia Requisition Number: 218074 External Description: What You'll Do In this role, you will lead the APJ Field Marketing and ABM team in activating campaigns, virtual/IRL event experiences, and personalized account marketing programs in the region, with the primary objective of exceeding expansion and new logo pipeline goals. Champion the Teradata brand in the APJ region, ensuring consistency with global branding guidelines while tailoring approaches to meet local market needs. Optimize the APJ field marketing & ABM campaigns budgets, ensuring strategic allocation of resources to high-impact activities, use insights to optimize future campaigns and achieve maximum return on investment. Who You'll Work With The team consists of 8 members. Collaborate closely with our leaders from GTM, customer success and analytics team, together with the Global Marketing teams to ensure alignment and effective activations. The position reports to our VP in Marketing. What Makes You a Qualified Candidate Requires a minimum of 10 years of experience in field marketing, demand generation, or marketing program role supporting a large enterprise sales organization in the AI, cloud analytics or data platform market. Proven experience interfacing with all levels in a sales organization including account executives, technical consultants, regional managers, MDRs and senior leadership. Background in data analytics, machine learning, artificial intelligence, and business intelligence market Globally produced marketing campaigns, events, and programs that engage customers and prospects across the APJ region. In-depth knowledge of market trends, competitive landscape, and customer needs in the analytics space What You'll Bring Familiarity with cloud-based analytics solutions

and emerging technologies Develop a strategic field marketing & ABM plan for the APJ region that supports sales objectives and growth targets. Lead through impact and influence the APJ marketing team, encouraging a culture of excellence, innovation, and collaboration. Monitor market trends, competitor activities, and customer needs Drive cross-functional collaboration within the organization to ensure cohesive messaging and customer experiences across all touchpoints. Exceptional creativity, the ability to innovate and scale, top notch networking and collaborating skills, and a hands-on approach to accomplish the work. Excellent interpersonal and persuasive skills to bring together stakeholders from various functional groups to enable program creation, support, and execution. Excellent verbal and written communication skills Data-driven leader that can analyze marketing campaign performance, trends and present a concise and actionable optimization and forward strategy. Exceptional communication and leadership skills with a track record of leading high-performing teams Ability to create outcome-based goals supported by metrics

CountryEEOText_Description: Why We Think You'll Love Teradata We prioritize a people-first culture because we know our people are at the very heart of our success. We embrace a flexible work model because we trust our people to make decisions about how, when, and where they work. We focus on well-being because we care about our people and their ability to thrive both personally and professionally. We are an anti-racist company because our dedication to Diversity, Equity, and Inclusion is more than a statement. It is a deep commitment to doing the work to foster an equitable environment that celebrates people for all of who they are. City: Singapore State: Central Singapore Community /

Marketing Title: APJ Field & ABM Marketing Director Job Category: Marketing Company

Profile: Our Company At Teradata, we believe that people thrive when empowered with better information. That's why we built the most complete cloud analytics and data platform for AI. By delivering harmonized data, trusted AI, and faster innovation, we uplift and empower our customers—and our customers' customers—to make better, more confident decisions.

The world's top companies across every major industry trust Teradata to improve business performance, enrich customer experiences, and fully integrate data across the enterprise.

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