

Main responsibilities/activities to be executed:

- Lead generation: use of Siebel (supporting the Siebel person for LA) for campaigns creation, results monitoring, leads distribution to resellers
- Localization of marketing materials: translations reviews, contact with localization team
- Contact with VARs to: support them with their marketing initiatives, inform news from SolidWorks, send promotional materials and give aways, control budget support, request information about their marketing activities...
- Contact with marketing vendors to: produce give aways, print datasheets/brochures, organization of events, trainings, seminars
- Interface with PR agency to review and get proper approvals for press releases – local and international ones and case studies; results monitoring (clipping, media coverage); organization of press events (press conference, relationship events)
- Support to lead generation and marketing initiatives for the South Cone of LATAM
- Attend to 0800 calls and contact emails to identify leads that can be sent to resellers

Fluent English and knowledge of Spanish

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