



SawStop, LLC
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SawStop Marketing Manager

Join the company that Inc. magazine said "is changing the power tool industry". We're looking for a sharp, experienced person to help us effectively market our product and drive revenue growth.

SawStop LLC is a rapidly growing Oregon company that designs and manufactures table saws which include an innovative technology that causes the blade to stop in milliseconds after it comes into contact with human skin.

As a result of our differentiation, customers have enthusiastically adopted our product and established SawStop as the #1 selling cabinet saw manufacturer in the U.S.

This individual will be required to rapidly drive product adoption in designated markets. A strong track record of proven marketing success is critical.

Specific responsibilities include:

- Direct overall marketing plans and corporate communications. Facilitate customer acquisition and retention through marketing programs.
- Design, implement and facilitate annual marketing plan for SawStop. Support and facilitate development and implementation of specific product line marketing plans.
- Plan and administer SawStop's marketing budget.
- Oversee online presence including development and maintenance of corporate website and marketing intranet.
- Oversee advertising and corporate communications activities:
 - Develop messaging, positioning and strategy
 - Brochure/collateral development and maintenance
 - Pre-sales support documentation development and maintenance
- Oversee corporate event and public relations efforts:
 - Direct all tradeshow activities including tradeshow calendar, booth development, product mix, sales strategy and follow-up support
 - Seek publicity opportunities including awards entries, speaking engagements and special promotions
 - Seek media placement for SawStop's announcements, product releases, and by-lined articles
 - Participate in industry associations and tradeshows to support above activities

Requirements:

- Requires a Bachelor's degree in Business, Marketing, or a related field. Equivalent education and experience is acceptable. MBA is a plus.
- 6+ years of experience in marketing management, channel marketing, planning and implementation
- Solid consumer marketing background preferred
- Proficient using MS Office Suite and Adobe Creative Suite
- Possess excellent grammar, presentation skills, creativity and self-initiative
- Expert knowledge in many of the following areas: trade show and/or event planning, website branding/marketing, email newsletter and other interactive media
- Proven negotiation techniques, tracking methods, database marketing and prospecting
- Excellent analytical and market research skills

Founded in 1999, SawStop is privately-held and poised for continued growth. We offer a competitive salary, benefits and an opportunity to market a truly unique product. Check us out at: www.SawStop.com

Compensation will depend on experience. Qualified candidates, please send your resume, cover letter, and salary history to: employment@sawstop.com