



DRI Corporation
4018 Patriot Drive, Suite 100
Durham, NC 27703
www.digrec.com

OPEN POSITION

PRODUCT MARKETING MANAGER

We are DRI Corporation – a leader in the digital communications technology field for global public transportation and transit security markets. We are an established and innovative technology company headquartered in Dallas. We serve customers around the world through our subsidiaries based in the U.S. (North Carolina), Sweden, Germany, and Australia, as well as our joint ventures in Brazil and India.

We are seeking a Product Marketing Manager at our North Carolina operations to play a primary role in product specification, planning, execution, and marketing efforts. This includes analysis and prioritization of customer requirements for transit technology products, development of product vision and roadmaps, and direct interaction with engineering to meet quality and timeline goals. The Product Marketing Manager will also assist Sales with technology presentations and development of marketing materials. Moderate travel requirements are to be expected.

The position is one of a very technical nature and requires experience in hardware and software. An Engineering degree or extensive technical background is a requirement.

The successful candidate will be responsible for the following:

- Feasibility analysis
- Product and technology roadmaps
- Identification of market differentiators
- Product specification and description
- Management of product and feature deliverables
- Product and feature release approval
- Technology presentation to key customers
- Coordination of product documentation
- Technical proposals

We are looking for an individual that possesses the following key competencies:

- Technical background, especially within the transportation industry
- Demonstrated management and team-building skills
- Proven track record of successful product definition and customer satisfaction
- Excellent written and verbal communication skills

- Strong business software skills, including project management tools (such as Microsoft® Office and Microsoft® Project)

The qualified applicant should have a Bachelors and/or Masters degree from an accredited college or university in Engineering. A Bachelors degree and/or military service may be considered if combined with significant work experience in the field of Engineering. The qualified applicant should have five years minimum Product Management/Technical Marketing/Business experience and a history of working closely with both Engineering and Sales departments.

Technical expertise and experience in graphical user interface strongly preferred.

Technical expertise and experience in software architecture and database schemas preferred.

Please forward a resume **with salary requirements** to hr@digrec.com.

We prefer a resume in a Word format attachment.

No resumes accepted from third parties.

Visit our Web site at www.digrec.com.

**DRI VALUES DIVERSITY AND WE ARE PROUD TO BE AN
EQUAL OPPORTUNITY EMPLOYER**

M/F/V/H/D