

**Position: GTM Program Manager**

**JG: 9**

**Reporting to GTM Head**

The Sales Unit GTM program manager proactively evaluates the GTM program scope and finds solutions to deliver the best GTM program according to pre-agreed GTM success matrices for the Sales Unit.

In doing so, the Sales Unit GTM program manager ensures that:

- GTM programs are aligned and synchronized with the overall Nokia Categories Portfolio and Game Planning and drives execution according to set plan.
- GTM success metrics for the program are defined and measures program performance against such metrics

**Responsible for specific GTM program management and implementation within the Sales Unit:**

- Ensure that the Sales Unit GTM programs are planned, implemented, followed up and evaluated using the Nokia GTM process, metrics, tools, governance structure and agreed ways of working:
  - Ensure and drive GTM program scoping, feasibility, effective implementation and follow up
  - Ensure that the goal(s) and key outcomes of each GTM program are understood and shared by all stakeholders within each team
  - Ensure timely and quality deliverables of each GTM program
  - Define and agree on the GTM success metrics and measure the GTM program performance against agreed metrics
  - Provide consistent and clear tracking and reporting on GTM program status in pre-defined templates or tools
  - Develop and promote a clear understanding of the GTM program process and ways of working within the respective team(s)
- Work closely with the respective Cluster and Sales Unit GTM leads throughout all the GTM program milestones:
  - Ensure alignment in program scope, objectives, timeline, any program variations, milestone reporting and follow-up
  - Ensure that the 4Ps are the right ones by GTM category program, Sales Channel and local market
  - Ensure additional local Solutions/Experience elements are proposed and agreed with key stakeholders, where needed
  - Build a professional risk management plan and proactively assess and address the impact of changes (product delays, scope changes, market and business risk, etc) on specific GTM program execution and targets

- Ensure that adequate support is provided for successful sales start readiness and execution
- Update the respective Cluster GTM Program Manager throughout each GTM program, engaging them for necessary guidance and support
- Escalate issues to the SU GTM Head / SU GTM Programs Head and respective Cluster GTM Program Manager, as needed

## **Qualifications**

### **Value-based Skills**

Analytical and conceptual thinking, Information sharing, Networking, Influencing, Leadership, Conflict resolution.

### **Professional & Process Skills**

- University degree in Technology, Marketing or Business field.
- Excellent presentation, process and project management skills to manage the GTM programs and related processes.
- Very good understanding of Nokia's complete Solutions/Experience offering and what it takes to bring them to the market (channels, trade customers, consumers)
- Broad understanding of mobile communication, consumer electronics & traditional mobile phones business.
- Knowledge of key customers and competitors; clear understanding Nokia's businesses, targets and goals and how to align activities to meet them.
- Open-minded, Dynamic and Business-oriented personality.
- Capability to drive ideas and action with sales impact through a big organization.
- Team player with a proven record of leading cross-functional projects.