

Director of Product Marketing (San Francisco, California - Marketing)

Ivo is redefining what's possible with AI for in-house legal and procurement teams. As Director of Product Marketing, you will shape our narrative and positioning as the leader in AI contract review.

Role overview

- * Own positioning and messaging; craft narratives that differentiate Ivo and resonate with legal, procurement and executive stakeholders.
- * Build sales enablement materials (decks, battlecards, one-pagers, case studies) to help AEs and SDRs win.
- * Drive go-to-market strategy for new product releases; work closely with product, design and engineering to ensure successful adoption.
- * Develop competitive intelligence and equip teams to outmaneuver competitors.
- * Tell the customer story by turning wins into case studies and proof points.
- * Partner with demand generation on campaigns, webinars and events to drive awareness and pipeline.
- * Serve as the voice of the market internally, feeding insights back to inform product roadmaps.

You might be a good fit if you...

- * Have 4+ years of product marketing experience in B2B SaaS (AI/ML or legal tech a plus).
- * Have built a product marketing function from scratch in a fast-paced startup.
- * Are a strong storyteller with outstanding written and verbal communication skills.
- * Thrive at the intersection of strategy and execution and have delivered successful product launches.
- * Are relentlessly resourceful and scrappy; enjoy working cross-functionally.
- * Have a deep customer-first mindset.

Benefits

- * Competitive compensation with equity; relocation/visa support; comprehensive medical/dental/vision; unlimited PTO and office extras.
- * In-office role in San Francisco.