

CHIEF MARKETING OFFICER

Title: Chief Marketing Officer

Location: Bayonne (France)

Team: Product

Starting date: As soon as possible

ADAXIS is a robotics software company. Our technologies make industrial robotics accessible and usable for everyone. ADAXIS unlocks the potential of new manufacturing processes. We want to contribute to a more robust, resilient, and sustainable industry.

Our first product, AdaOne, lets users exploit robotic arms as flexible 3D printers for metal, plastics, composites and concrete. It includes everything needed to transform a robotic arm into a 3D printer: program generation, simulation, and real-time supervision. AdaOne is used worldwide by a wide variety of manufacturers in the aerospace, aeronautics, energy, transportation, and retail industries to manufacture and repair complex and innovative parts. This community push the boundaries of innovative industry every day through their collaboration with ADAXIS.

The role

We are searching for a Chief Marketing Officer who has a passion for shaping early products and to spearhead our marketing efforts to take us to the next stage of growth at ADAXIS. This is a very exciting opportunity to join a vibrant startup in robotics and be in the driver's seat of its growth strategy. The role requires a deep comfort with complex technical concepts, from controls systems to kinematics and web-based services.

In this key role, you report to the CEO and lead the marketing stack across acquisition, customer retention, brand and communications, strategy, and analytics. You will work with a cross-functional team across product development, engineering, sales, and strategy to ensure our product is optimal for growth. In this role, you'll be involved with product marketing strategy from beginning to end, championing the user as you go. The ideal candidate has a passion for enterprise marketing, advanced software, and the potential for robotics in the world. You will mainly focus on driving our growth and marketing strategy, including customer acquisition, retention, brand, with a view to maximizing sales. The role will also cover the creation and setup of communication strategy and be responsible for the editorial strategy, including producing some content. Eventually, you will organize events, maintain and improve ADAXIS media. We expect the role to play a key role in our organization; influencing our business planning, product, operations, and people.

Who you are

We consider the following background suitable for this role:

- 5 years' experience in high growth environments, ideally in manufacturing companies,
- Analytical mindset: you are really good with numbers and have strong analytical logic,
- Ability to work through tough problems with a rigorous and pragmatic approach.

Excellent communication skills in English are mandatory.

Our company

ADAXIS was launched in January 2021 by a French-Swedish team of technologists, following years of applied research into using industrial robotics for advanced manufacturing at ESTIA and RISE.

The team collaborated during a pan-European research project where they shared the same will to reimagine the potential of industrial robotics and find the solution to the time-consuming and complex task of programming industrial robots. ADAXIS was formed to solve this problem by bringing a new intuitive and powerful software for robotic additive manufacturing to market.

ADAXIS is today an international team of engineers, designers and roboticists who are passionate about pushing the creative and economic potential of industrial robotics. We help world-leading companies to create new innovative and sustainable products.

ADAXIS has won the Boost Up! prize awarded by European Institute of Innovation and Technology and holds the i-Lab prize awarded by the French Ministry of Higher Education and Research honouring the best French innovations. ADAXIS is labelled Deep Tech and Young Innovative Company by Bpifrance since its inception.

Terms

Our offices are based in Bayonne, France and in Göteborg, Sweden. This job offer is placed in Bayonne with 4-days trip to Sweden every semester. These environment is ideal for combining cutting-edge technological work with a heavenly setting for living. The starting date is expected as soon as possible. We favour working on our sites in order to encourage the maximum use of the various robotic cells made available to developers to validate their development. Working from home can be considered from time to time to facilitate personal organization.

Application

Applications should be sent to career@adaxis.eu.