



Title: Principal Cloud Specialist

Location: Denver, CO

About our Company:

Cologix provides network and cloud neutral interconnection and colocation services in highly strategic and densely connected data centers. We enable customers to scale their businesses rapidly and cost-effectively by delivering flexible space, reliable power, and dense cloud and network connectivity to customers in the carrier, cloud, content delivery, media, financial services and enterprise communities. Our customers have direct access to our local operations teams which result in strong partnerships backed by exceptional operational support and unparalleled customer service. With 29 Data centers in the United States and Canada, Cologix offers space, power, cooling, cross-connects and physical security for its customers. We are headquartered in Denver, Colorado and have data centers in Columbus (3), Dallas (2), Jacksonville (2), Lakeland (1), Minneapolis (3), Montreal (10), New Jersey (3), Toronto (2), and Vancouver (3) where we provide local dedicated support teams for our colocation and interconnection customers. Our company is backed by one of the largest North American Infrastructure funds and we have huge growth ambitions.

About the Position:

As a member of the Cloud and Connectivity Business Unit at Cologix, you will be part of a talented group, dedicated to designing, building, and delivering a best-in-class, software-defined network (SDN) exchange platform, which will provide the next-generation of cloud connection and Meet-Me-Room (MMR) services to our customers.

Working together, your team of cross-functional Developers, Network Engineers, Analysts, and Technical Specialists will turn customer feedback, competitive intelligence, and creative ideas into products and features that are open, accessible, completely transparent, highly efficient, wildly scalable, and incredibly effective. Collectively, you will be responsible for delivering a universal connection platform that is, to our customers, valuable, intuitive, and competitive.

In this role, you will act as a customer advocate, ensuring that this is the solution that our customers both want and need.

The ideal candidate for this position is a leader that has a strong technical (engineering / architecture / product management) background, has had experience and has a strong

understanding of the cloud market. This role would be a technical and industry subject matter expert responsible for the integrity of Cologix's cloud solutions.

What you do daily:

In this role you will work with customers, prospects and a myriad of members of the Cologix organization to position and articulate the technical benefits of the Cologix Cloud Platform. We are looking for a versatile communicator skilled at maximizing results through successful collaboration with cross-functional teams. This position develops and executes overall cloud go-to-market strategy. The role will develop and execute product training, technical product documentation, content and sales enablement tools.

The Principal Cloud Specialist will possess technical knowledge of cloud technologies and be experienced in collaborating effectively with Product Management and other functions to develop and implement innovative product programs.

- Evangelize Cologix's technical cloud capabilities internally and with our customer base and prospects.
- Develop strong understanding of the technical capabilities of both the Cologix cloud solution as well as strategic partners in our ecosystem.
- Provide product support to the sales organization, communicate the value propositions to the sales team through sales communications and sales training channels.
- Expertly translate product features into buyer benefits and transfer into positioning and messaging.
- Create messaging to communicate solution benefits to specific customer segments and verticals.
- Use competitive intelligence to develop competitive positioning into programs, collateral and sales tools.
- Serve as the driving force in defining, creating and delivering our propositions to market. Communicate and collaborate effectively with Product Management and other Marketing functions to develop and implement innovative product programs. Leverage key marketing tools such as the web, collateral, white papers, events, advertising, and PR to develop content for external and internal marketing and promotions activities across all phases of the buyer's journey.
- Develop go-to market plans to support the launch of new products and features; manage the cross-functional implementation of the plan, including solution and product launch activities.
- Input into the product roadmap by taking key customer insights and identifying the most critical and strategic needs.
- Embody a high-energy, high-integrity and customer-driven culture. Motivate and influence team members and others in the organization in a positive fashion.

Exude positive energy and rally the organization behind the goals of disrupting the market, taking share and driving continued growth.

- Represent the business at events and conferences. Anticipated travel - 20%

What makes you a good fit: (Qualifications)

- Experience working in the Cloud space. Experience with multi-site network design and configuration.
- Knowledge of how and why organizations are adopting cloud as well as the competitive landscape and overall cloud ecosystem
- Strong understanding of use cases for cloud
- Excellent communication skills to include: verbal, written and presentation
- Entrepreneurial drive, energy, integrity, and strong work ethic
- Bachelor's degree (B.A) from a four-year college or university; 5+ years of B2B marketing experience; 2+ years or experience in a technical product role in IT infrastructure and/or data center services preferred or equivalent combination of education and experience
- Technical knowledge of the IT infrastructure as well as Cloud platforms required
- Ability to communicate and collaborate with all levels of employees, including senior management; external customers and vendors
- Experience working with sales and across the organization to accelerate or add revenue pipeline.
- Must be able to effectively develop relationships; possess strong prioritization skills; be detail oriented and able to meet inflexible deadlines
- Strong written and verbal communications skills
- Thrives in a fast-paced environment with the ability to pivot and problem-solve

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Cologix is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status.