



<b>Job Title:</b>	Director, Global Marketing (Polymer focus)
<b>Location:</b>	Houston, TX
<b>Employment Status:</b>	Full-time
<b>Reports To:</b>	This position will report to the VP of Strategic Initiatives
<b>Travel (%):</b>	< 30 %
<b><u>Major Roles &amp; Responsibilities</u></b>	<p>Kraton Corporation is looking to hire a new member of our Global Strategic Initiatives team at our Corporate HQ in Houston.</p> <p><b><u>Major Roles &amp; Responsibilities:</u></b></p> <ul style="list-style-type: none"><li>• Create and lead the marketing center of excellence for Kraton</li><li>• Lead new product blueprinting</li><li>• Direct, manage, and develop team of marketing managers / analysts</li><li>• Develop and manage business unit market segment strategies</li><li>• Collaborate with sales team in developing the portfolio value propositions and pricing frameworks, including the drivers of pricing changes</li><li>• Develop and analyze market segmentation, global supply/demand and trend analysis in order to develop recommendations for market penetration, new market identification, and opportunities of unmet needs</li><li>• Gather customer and competitive data, along with macro drivers, to aid in commercial decision-making</li><li>• Drive and manage the segment innovation portfolio</li><li>• Lead customer satisfaction initiatives</li></ul> <p><i>The statements above are intended to describe the general nature and level of work performed by employees assigned to this classification. Statements are not intended to be construed as an exhaustive list of all duties, responsibilities and skills required for this position.</i></p> <p><i>Kraton's internal talent acquisition team manages our recruiting efforts and from time to time works with pre-selected/pre-approved external staffing agencies. We do NOT accept unsolicited resumes or candidate referrals from recruiters and/or agencies who are not pre-selected/pre-approved.</i></p>
<b><u>Skills and Experience</u></b>	<ul style="list-style-type: none"><li>• Bachelor's degree in business or technical discipline <i>required</i></li><li>• MBA <i>preferred</i></li><li>• Minimum of 10+ years of experience in marketing leadership roles (<i>in the chemical industry preferred</i>)</li><li>• Ability to capture relevant complex data and analyze same</li><li>• Ability to understand and manage pricing dynamics / drivers</li><li>• Strong collaborative skills with the R&amp;D &amp; Corporate Development and commercial sales teams</li><li>• Commercial sales experience is <i>a plus</i></li></ul>
<b><u>How to Apply</u></b>	Submit your resume to <a href="mailto:jobs@kraton.com">jobs@kraton.com</a>