

Technical Product Marketing Manager

Location: In office - Santa Clara, Ca

Reports to: VP of Product

Department: Product

1touch.io is a leader in data discovery, AI enablement and sensitive data intelligence, helping enterprises automatically identify, map, and protect sensitive data across structured and unstructured systems. Our technology combines AI, automation, and deep data visibility to solve some of the toughest challenges in privacy, security, and governance.

We're looking for a Technical Product Marketing Manager who can bridge the gap between our product, R&D, and go-to-market teams — translating complex data protection and AI security technology into compelling stories, positioning, and enablement that drive adoption and growth.

As the Technical Product Marketing Manager, you will be the strategic connector across Product Management, Marketing, Sales, R&D, Product Success, and Support. You'll own how we communicate our products' value — from market positioning and messaging to competitive analysis and technical enablement.

This role requires both strategic vision and hands-on execution — someone comfortable talking APIs and data recognition techniques with R&D in the morning, and building customer-facing launch collateral with Marketing in the afternoon.

Responsibilities

- Develop clear, differentiated messaging and positioning for 1touch.io's DSPM, DLP, AI Security, Streaming, Access Control, Privacy, Compliance and Governance solutions
- Translate complex technical capabilities (AI-driven discovery, classification techniques, agent security, etc) into business value narratives for multiple personas — CISOs, CDOs, IT, and Compliance leaders.
- Build compelling value propositions for each product line and release.
- Develop and deliver sales tools (presentations, battlecards, ROI decks, demos, and talk tracks).
- Partner with Sales, Product Success, Product Management to train the field and partners on new product capabilities and positioning.

- Collaborate with Implementation and Support to align messaging with real-world customer success stories.
- Conduct ongoing competitive analysis — features, pricing, positioning — to inform Product and Sales strategy. .
- Monitor industry trends in data security, AI security, quantum security, data governance, privacy and compliance to inform product roadmap and thought leadership.
- Partner with Product and Marketing to plan and execute product launches.
- Define launch narratives, coordinate timelines, and develop campaign assets (web, email, webinars, etc.).
- Analyze post-launch performance and refine messaging.
- Work closely with R&D to deeply understand technology, architecture, and differentiators.
- Support Customer Success, Product Success, and Support teams with clear documentation and messaging for existing customers.
- Serve as the voice of the customer and the market within the organization

Qualifications

- 5+ years in technical product marketing, product management solution marketing, or technical evangelism, ideally in cybersecurity, data privacy, or enterprise SaaS.
- Solid understanding of AI, data management, discovery, privacy, or security architectures (e.g., DLP, DSPM, governance tools).
- Proven ability to translate technical features into clear customer value.
- Experience working cross-functionally across Product, Engineering, Marketing, and Sales.
- Exceptional communication and storytelling skills (written, verbal, and visual).
- Comfortable with fast-paced, dynamic environments and multiple stakeholders.

- Bachelor's degree in Computer Science, Engineering, Marketing, or related field (or equivalent experience).

Preferred Skills

- Experience with AI, ML, or agentic data systems.
- Familiarity with B2B enterprise sales and channel marketing.
- Demonstrated success building GTM materials for technical products (security, cloud, data protection).
- Prior work with privacy frameworks (GDPR, CCPA, HIPAA, etc.) is a plus.