CAREERS · PRODUCT & MARKET

Head of Product Marketing & Market Development

Customer discovery, market sizing and go-to-market for textile AI · Coimbatore

1 position | Coimbatore · frequent factory visits | Full-time

The role

Own the path from market insight to product opportunity: find expensive customer problems on textile floors, prove customers will pay to solve them, work out with engineering what we can build, and turn it into a repeatable market.

What you will do

- Learn the textile value chain end to end — spinning, knitting, weaving, processing, finishing and material movement.
- Visit mills and run structured interviews with owners, plant heads, production, quality and maintenance teams.
- Quantify pain in rupees: waste, rework, downtime, labour, claims and throughput.
- Size markets bottom-up and map how customers solve the problem today.
- Validate willingness to pay through paid pilots, commitments and budget owners — not compliments.
- Assess technical feasibility with engineering and recommend go, test, pause or stop.
- Turn what works into positioning, ROI cases, sales tools and case studies.

Who we are looking for

- Evidence over confidence: you have found a real customer problem, verified it, sized it and tested whether customers would pay.
- Comfortable with numbers — unit economics, ROI and market sizing with transparent assumptions.
- Builds trust with industrial customers, and respectfully challenges assumptions, including the CEO's.
- Enough technical curiosity to work with engineers on feasibility.
- Typically 5–12 years in textile, product management, technical B2B marketing, consulting or market development.

Your first year

- A steady pipeline of well-evidenced product and market opportunities.
- A quantified view of the highest-value customer problems.
- Fewer engineering cycles spent on weakly validated ideas.
- More paid pilots, qualified pipeline and repeatable sales messaging.

About CountAI. We build AI, computer vision and robotics for the factory floor. Knit-i inspects fabric live on circular knitting machines and stops the machine the moment a defect starts — trusted by 30+ factories in 7 countries, and winner of the Intel Edge AI Software Excellence Award 2026. Co-founded by an IIT Madras alumnus in Coimbatore.

Apply in about 10 minutes

Scan the code, or go to **counton.ai/careers/head-of-product-marketing**

Know someone who fits? Forward this to them.