



Summa – Marketing Specialist / North America

Company & Position Overview

About the Role

Summa America is seeking a hands-on and driven Marketing Specialist to lead and grow our marketing initiatives across North America. Based in Indianapolis, you will serve as the region's marketing champion, collaborating closely with our global marketing team in Belgium while supporting an extensive network of dealers, partners, and customers throughout the U.S. and Canada.

This is an exciting opportunity for a marketing professional who loves variety and making a visible impact. One day you may be developing compelling customer success stories, the next coordinating a major industry trade show, launching a partner campaign, or helping bring innovative products to market. You'll play a key role in building the Summa brand, driving customer engagement, and supporting business growth across multiple industries.

What You'll Love About This Role:

- Take ownership of marketing activities across North America.
- Partner with an innovative global team while maintaining strong local market influence.
- Plan and execute trade shows, customer events, product launches, and partner programs.
- Create compelling content including case studies, videos, social media, email campaigns, and customer success stories.
- Work directly with dealers, customers, sales leaders, and industry influencers.
- See the direct impact of your efforts on brand awareness, customer engagement, and revenue growth.

Company Overview

Based in Indianapolis, Indiana, Summa America is part of a globally respected organization with more than 50 years of innovation and excellence, originating in Belgium. Over the decades, Summa has grown into a worldwide leader in premium cutting solutions, trusted by companies that demand precision, performance, and reliability.

Summa offers a broad and versatile portfolio of vinyl, flatbed, and laser cutting systems, supporting customers across Sign & Display, Packaging, Textile, Printing, and Apparel industries. Our advanced technology helps businesses around the world boost productivity and accuracy, and through our strong network of resellers, we deliver expert guidance, training, and support every step of the way.

At Summa America, we're passionate about technology, collaboration, and building long-term partnerships that drive success.

And we're growing fast!

Key Responsibilities

Partner & Channel Marketing

- Develop and execute co-marketing initiatives with dealers and distribution partners across North America.

- Support local lead-generation campaigns, product launches, customer promotions, and regional marketing programs.
- Act as the primary marketing contact for dealers and partners within the region.

Events & Trade Shows

- Lead the planning and execution of regional trade shows, industry events, customer events, workshops, and open houses, from planning through post-event follow-up.
- Coordinate logistics, budgets, registrations, promotional materials, and event communications.
- Support major industry exhibitions in collaboration with the global marketing team.

Content, PR & Social Media

- Build and maintain strong relationships with trade media, industry publications, and regional influencers.
- Identify and develop customer success stories, testimonials, and case studies.
- Contribute content ideas and local market insights to the global social media calendar.

Experience Center Management

- Manage and coordinate activities within the Summa Experience Center in Indianapolis.
- Organize customer visits, product demonstrations, training sessions, and partner meetings.
- Ensure the showroom remains professional, up-to-date, and ready for visitors at all times.

Qualifications & Benefits

Qualifications

Required

- Bachelor's degree in marketing, Communications, Business, or a related field.
- 2+ years of experience in marketing, field marketing, channel marketing, content marketing, or event management.
- Strong project management and organizational skills.
- Excellent written and verbal communication skills.
- Ability to manage multiple projects simultaneously and meet deadlines.
- Willingness to travel up to 30% within North America.
- Proficiency with digital marketing tools and Microsoft Office applications.

Preferred

- Experience working with dealer, distributor, or channel partner networks.
- Background in industrial, manufacturing, graphics, printing, signage, packaging, or technology sectors.
- Experience creating content such as customer stories, social media content, videos, or marketing collateral.
- Familiarity with CRM and marketing automation platforms.

The Ideal Candidate

We are looking for someone who:

- Is highly hands-on and execution-focused.
- Enjoys building relationships with customers, partners, and colleagues.
- Thrives in a collaborative international environment.

- Is willing to roll up their sleeves and make things happen.
- Combines strong organizational skills with creativity and attention to detail.
- Has a passion for content marketing and storytelling.
- Works effectively both independently and as part of a global team.

If you're a proactive marketer who enjoys building partnerships, bringing events to life, and creating content, we'd love to hear from you!

<https://www.summa.com>