

Title: P4 - Product Management, Marketing & Ecosystem Lead

Seniority - senior individual contributor, with title based on experience.

Location: Flexible, reporting into Menlo Park, CA

Background

ONF is looking for an exceptional individual to focus on the vibrancy and growth of the P4 project and language, the ecosystem of companies leveraging P4 and on driving adoption of P4 across the industry.

P4 is an open programming language for expressing how packets are processed by a networking data plane (such as switches, network interface cards, routers, or network appliances). Many targets (in particular targets following an SDN architecture) implement a separate control plane and a data plane, and P4 is designed to specify the data plane functionality of the target. P4 is transformational in enabling networking devices to be dynamically programmed by operators and developers rather than being limited to the fixed functionality historically offered by networking silicon options.

P4 is also an open source community that enhances and nurtures the P4 language and associated open source components (like compilers). The P4 project is led by members following a structured merit-based governance model. The P4 project is hosted by ONF, and ONF also leverages the P4 language for numerous open source platforms and solutions.

If you are interested in working across the industry with leading innovative networking companies and technologies, then this role might be the place for you.

Needs to be Addressed by this Role:

We are looking for an individual to foster and evolve the P4 ecosystem and related marketing and community activities. Responsibilities include:

- Grow Awareness of P4
- Promote Adoption of P4
- Grow number of companies participating in the P4 Ecosystem
- Grow developer participation and collaboration within the P4 ecosystem

Responsibilities & Activities

- Lead P4 activities for ONF
- Serve as primary authority on how P4 is used throughout the industry by interfacing with and building relationships across the industry

- Manage Public Presence of P4 (wiki, websites, github, social channels)
- Organize P4 Events (in person and virtual)
- Develop educational materials on P4
- Develop/Solicit/Produce P4 content (explainer videos, testimonials, demos, etc.)
- Competitive marketing - positioning P4 in relation to other market alternatives
- Build P4 Certification Program
- Advocate for P4 at events and online
- Speak on behalf of ONF on P4 and it's value and potential
- Build an understanding of the relationship and value of P4 across ONF's full portfolio of open source projects
- Track & report on P4 community health & status

Travel: 15% (once travel is once again safe)

Prerequisites

- Enthusiasm for P4 technologies - ability to learn, position and present P4
- An understanding of the networking market and ecosystem
- 5+ years in the networking and/or telecom industry
- Marketing experience, presenting, writing about and promoting technology products
- Familiarity with the technologies of networking (SDN, L2/L3, BGP, IPv6)
- Extrovert - preference for communicating, presenting, writing, posting, engaging...
- Demonstrated success in building relationships

Desirable Skills and Background

- Already part of the P4 ecosystem
- Technical competence do simply programming in P4 & explain benefits of P4
- Community Building Experience (e.g. user groups, developer groups, etc.)
- Open source experience - knows how open source projects work
- Small company and/or startup experience
- International experience and skills to work with a worldwide ecosystem
- Passport and/or Visa enabling unencumbered international travel

Suitable Backgrounds

- Product management with software/networking/silicon company
- Technical marketing background, wanting to get into community and developer relations
- Computer Programming Language background
- Tenure with company leveraging P4 or programmable networking silicon, Smart NIC or DPU
- Business development
- Developer advocate/developer community manager in a software company