Title: Director of Marketing (US)
Location: US-based (SF Bay Area strongly preferred - partially remote)

About Upstage

Upstage is redefining work intelligence for the enterprise AI era, empowering organizations to unlock insights, automate complexity, and take action on unstructured data at scale. Our AI solutions, spanning document parsing, information extraction, and LLMs, are already transforming mission-critical workflows across insurance, financial services, and healthcare, where accuracy, speed, and trust matter most.

We're backed by SoftBank Ventures Asia and other global investors, with over $100M in total funding. We're growing 5x year over year and scaling rapidly across the US, Korea, Japan, and Southeast Asia. Our customers include multiple Fortune 500 and Forbes 2000 insurers—using Upstage to unlock efficiency, automate complexity, and drive business outcomes with AI.

The Role

We're hiring our first US-based marketer to build and lead the function from scratch. This is a high-impact, builder role focused on driving top-of-funnel growth across field and digital marketing—with a sharp focus on the insurance and healthcare sectors.

You will:

- Launch field marketing: conferences, private events, exec roundtables
- Drive digital campaigns across SEO, paid, email, ABM, and social
- Plan and execute messaging, content, and digital outreaches for enterprise AI products
- Build the marketing stack using AI tools for automation and scale
- Work closely with sales and product to align on ICP, GTM, and growth strategy

What We're Looking For (EVERYTHING IS MUST-HAVE)

- 3-5 years in **enterprise SaaS/AI marketing**, in insurance or healthcare
- Experience selling into regulated, document-intensive industries
- High-agency, hands-on marketer who **thrives in zero-to-one environments**
- **Deep fluency with AI tools** for content marketing, campaign automation and performance tracking

Why This Role?

- First marketing hire → full ownership + influence
- Fast-growing AI company with real revenue and global customers
- Build a category-defining brand in enterprise Gen AI