

LABOR CATEGORY #15 – DEMONSTRATION TEAM TECHNICAL PROFESSIONAL

Background

The NATO SACT Demonstration Team is a strategic initiative designed to showcase the transformative power of SACT's cutting-edge technologies and innovative solutions to a wide range of audiences, including NATO leadership, Nations, International Staff, Military and Civil Institutions, and external stakeholders. The Demo Team will employ a variety of formats to communicate SACT's work, including live demonstrations, simulations, interactive workshops, and digital platforms.

Number of Candidates: One Candidate

Location: Norfolk, VA, USA (On-site)

Period of Performance:

Base Period: Contract Award – 31 December 2025

Option Period One: 1 January 2026 – 31 December 2026

Option Period Two: 1 January 2027 – 31 December 2027

Option Period Three: 1 January 2028 – 31 December 2028

Taskings:

1. **Product Demonstrations:** Lead and conduct live product demos (software, hardware, interactive workshops, concepts, simulations and virtual reality experiences), webinars and Online Courses for NATO HQs and entities, Nations, target audiences, and internal teams, showcasing the technical features and value of ACT's solutions.
2. **Technical Expertise:** Serve as the general subject matter expert (SME) on the technical aspects of the Command's products, providing in-depth insights during engagements, product evaluations, and pre-implementation activities.
3. **Collaboration with Cross-Functional Teams:** Work closely with product development, SMEs, and R&D teams to stay updated on new features, product improvements, and technical advancements to integrate into demos.
4. **Problem-Solving:** Address technical inquiries, troubleshoot issues, and offer solutions in real-time during demos and evaluations.
5. **Feedback Loop:** Track key performance indicators (KPIs) related to the success of demonstration activities. Gather feedback from audiences and relay insights to the product management team to inform future product development and enhancement.
6. **Customer Satisfaction:** Ensure a high level of recipient satisfaction throughout the demo and evaluation process, driving engagement and building trust with technical stakeholders.
7. **Metrics and Reporting:** Monitor the success of campaigns and engagements, track recipient satisfaction, and provide regular reports to leadership on the effectiveness of the demo team, including key findings, insights, and recommendations for improvement.

Essential Qualifications

1. A degree in a relevant field such as Engineering, IT, Marketing, or a related field.
2. Minimum of 3 years' experience in a technical role, such as engineering, IT, or scientific research.
3. Minimum of 3 years' experience in a customer-facing position, preferably in a technical account or solutions engineering role
4. Minimum of 2 years' experience in crafting and executing technical, results-driven communications and campaigns.
5. Minimum of 2 years' working with cross-functional teams, including subject matter experts, graphic designers, videographers, and PR professionals
6. Proficiency with explaining complex technical concepts to both technical and non-technical audiences.
7. Experience with managing and fostering relationships across all levels.

Desirable Qualifications

1. Experience with international organizations or multinational teams and working in a military or defense environment.
2. Experience with AI, virtual and augmented reality technologies.
3. Experience with data analysis and reporting.
4. Knowledge of NATO structures and procedures.
5. Fluency in multiple languages (e.g., French).