

Driving decarbonization and digitalization. Together.



Senior Manager Product Marketing (f/m/div)

Job description

You contribute to innovations in the area of future car trends, focus on product segments in the field of chassis systems and establish and grow profitable market positions worldwide in the relevant segment. Furthermore, you understand all factors influencing market conditions within the business line and work to maximize business in line with the company's objectives. Does this sound interesting to you? Then apply now and join our team of highly motivated experts!

In your new role you will:

- **Own the application strategy for chassis applications** (braking, steering and suspension) within Infineon's automotive Microcontroller business line
- **Capture requirements** to define next generation products **based on market trends and customer feedback**
- **Seek business opportunities worldwide** and **own the pricing strategy** to establish a growing and profitable market position
- Define, execute, and improve our **marketing and product strategy** – engage in **close collaboration with various stakeholders** to **optimize a product portfolio** to enable successful business cases
- **Lead the go-to-market activities** and **manage the product life cycle**
- **Proactively conduct market research** by analyzing competitors and product competitiveness, identifying new potential markets, determining solution and product strategies, implementing new business models, and preparing market launches

Profile

You act as an entrepreneur, focus on results and stay aware of costs, recognize opportunities and have a good sense for profitable business ideas. You are personally committed to the customer's concerns and award them a high priority, anticipate even the future needs of customers and engage actively with the customer about these needs. Furthermore, you are able to quickly establish a successful cooperation and accept responsibility for common goals and put the team's results above your own interests.

You are best equipped for this task if you have:

- A technical **degree in electrical engineering, industrial engineering** or similar, ideally including a **strong familiarity with the automotive semiconductor market**
- More than **6 years of experience** in **product marketing, technical marketing, business development** or **field application engineering** related tasks

At a glance

Location:

Job ID: **HRC0909660**

Start date: **as soon as possible**

Entry level: **5+ years**

Type: **Full time**

Contract: **Permanent**

Apply to this position online by following the URL and entering the Job ID in our job search. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **HRC0909660**
www.infineon.com/jobs

Contact

Dagny Alexa Romeike

Senior Specialist Recruiting



- Ability to **manage multiple stakeholders** in a technical, international environment
- **Know-how on microcontrollers** as well as strong understanding of **braking and steering trends**
- Enjoy **taking the initiative, being energetic, thrive on delivering results, and working in an international team**
- **Understand technically complex contexts** and **consolidate and present those on management level**
- **Excellent English and ideally German communication skills** as well as the fact that you are a **good presenter** of complex issues has always helped you master the need for alignment across internal and external contacts

Why Us

#WeAreIn for driving decarbonization and digitalization.

As a global leader in semiconductor solutions in power systems and IoT, Infineon enables game-changing solutions for green and efficient energy, clean and safe mobility, as well as smart and secure IoT. Together, we drive innovation and customer success, while caring for our people and empowering them to reach ambitious goals. Be a part of making life easier, safer and greener.

Are you in?

– Automotive (ATV) shapes the future of mobility with microelectronics enabling clean, safe, and smart cars –

Our semiconductors are essential for supporting the automotive megatrends: electromobility, automated driving, connectivity, and advanced security. They link the real and the digital world, driving the ever-advancing pace of automotive digitalization. Infineon **ATV** is the number one semiconductor partner in the fast-changing automotive world, based on our system knowledge and our passion for innovation and quality. [Click here](#) for more information about working at ATV with interesting employee and management insights and an overview with more #ATVDreamJobs.

We are on a journey to create the best Infineon for everyone.

This means we embrace diversity and inclusion and welcome everyone for who they are. At Infineon, we offer a working environment characterized by trust, openness, respect and tolerance and are committed to give all applicants and employees equal opportunities. We base our recruiting decisions on the applicant´s experience and skills.

We look forward to receiving your resume, even if you do not entirely meet all the requirements of the job posting.

Please let your recruiter know if they need to pay special attention to something in order to enable your participation in the interview process.

[Click here](#) for more information about Diversity & Inclusion at Infineon.

