

# Driving decarbonization and digitalization. Together.



## Director of Regional Distribution Marketing - HRC0779281

### Job description

In your new role you will:

- Utilize the global distribution strategy to develop a regional distribution strategy and targets with activities per BL / PL, applications and distributor
- Enable regional distribution business development (e.g. based on price analysis, trainings, push programs). Support relevant regional target setting for growth in Point of Purchase (POP), Point of Sale (POS), Business Win (BW) and Design Registrations (DREGs)
- Develop and execute G2M strategy for all products into regional distribution channels targeting core and mass markets
- Secure operational support for customer topics for joint, core and mass market accounts (i.e. escalation level for allocation or other issues)
- Support DEM to build and maintain relationships with regional distributors' management and marketing to push marketing activities
- Provide distribution market intelligence and data analytics from regional perspective to local and global partners (e.g. Distribution Marketing (Global), Market and Business Intelligence (Global), Pricing Excellence (Global), Application and Product Management (Regional))
- Analyze and share of customer / distributor requirements and new trends

### Profile

You are best equipped for this task if you have:

- Specialist knowledge and skills, as these are usually acquired through a relevant vocational training (8+ years) and a particularly extensive subject-specific additional qualification.
- The same applies to knowledge and abilities, which were acquired by a relevant completed study with a duration of 8 years and subject-specific additional qualification or by a relevant completed study (10+ years).
- The total knowledge and skills can also be acquired in other ways.
- 10+ years relevant working experience
- Fluent in Chinese and English

### Benefits

### At a glance

Location:

Job ID: **HRC0779281**

Start date: **as soon as possible**

Entry level: **5+ years**

Type: **Full time**

Contract: **Permanent**

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### Contact

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- **Shanghai** : Coaching, mentoring networking possibilities; Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Medical coverage; On-site social counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

## Why Us

### **Driving decarbonization and digitalization. Together.**

Infineon designs, develops, manufactures, and markets a broad range of semiconductors and semiconductor-based solutions, focusing on key markets in the automotive, industrial, and consumer sectors. Its products range from standard components to special components for digital, analog, and mixed-signal applications to customer-specific solutions together with the appropriate software.

### **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.

