

# Driving decarbonization and digitalization. Together.



## Product Marketing Manager (f/mdiv)\*

### Job description

To strengthen our marketing team and driving the strategy of our segment, we are looking for a motivated new colleague who wants to pursue a career in high-tech product marketing. With our cutting-edge technologies for “Environmental Sensing”-solutions we want to drive the energy efficiency of buildings. Are you up for this new challenge? Then apply now as Staff Specialist Product Marketing!

In your new role, you will:

- **Understand Market Trends, Competitive Landscape, Key Customers, and Applications for the Environmental Sensor** segment and lead the Infineon market model process
- Synchronize with the Infineon Application owner, regional responsible and lead customers **on future trends for our target applications** and define key customer requirements
- **Assess and validate new product ideas and system solutions** depending on business potential and support the team to define the right product & solution roadmap
- **Establish a deep understanding about our sensor products** including competitive differentiators and value proposition to support customer engagement
- **Find lead customers for new product developments** and guide through the customer journey until the hand-over to the product management team
- **Develop partner solutions with internal and external stakeholders** to guarantee a holistic product offering for our customers
- **Collaboration cross-functional with global and regional teams** as well as third-party partners to **enable marketing strategy and operation**
- **Execute the business unit strategy to achieve PL Revenue and Design win targets** for the Environmental Sensing segment

### Profile

You take on new challenges without knowing the right path to an eventual solution in advance and commit yourself to the results of your own team and the company as a whole. Furthermore, you are personally committed to the customer’s concerns and award them a high priority. Lastly, you cooperate across boundaries and appreciate the contributions of other people.

You are best equipped for those tasks if you have:

- A degree in **Engineering, Business Administration**, or a related technical field
- **At least 3-5 years of experience in Product Marketing or Application management**

### At a glance

Location:

Job ID: **HRC0823090**

Start date: **Jul 01, 2024**

Entry level: **3-5 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: **HRC0823090**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



### Contact

**Katrin Weiß**  
Recruiter



- Experience in **developing a market model, marketing strategy and managing projects** that involve internal and external stakeholders
- **Motivation to drive things forward, a structured work mode and a problem-solving spirit**
- Ability to **succeed in a fast-changing environment**, with an entrepreneurial approach
- **Fun working within an international environment** and willingness to travel
- **Fluent English language skills**, German is a big plus

## Benefits

- **Munich:**

## 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.

–Power & Sensor Systems (PSS) drives leading-edge power management, sensing and data transfer capabilities –

Infineon PSS semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world. Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication.

### **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.

