

# Driving decarbonization and digitalization. Together.



## Director/Senior Manager Product Marketing

### Job description

In your new role you will:

- Enter into deep engagement with our customers in China in different applications and work out optimal solutions according to their requirements
- Capture and consolidate these product requirements and shape the product roadmap in close collaboration with our regional sales/marketing and technical marketing teams in China
- Take prioritization decision of product roadmap based on business case, customer urgency as well as competitor landscape
- Develop and present compelling storyline of new product idea to management for key milestone release
- Develop market introduction plans to enable successful Go-to-Market activities and design-ins at key customers in close collaboration with our regional marketing team
- Select pricing strategy and define the initial pricing guidance of new products
- Team-up with our experts in China in regional marketing, field application engineering and R&D

### Profile

You are best equipped for this task if you have:

- Successfully completed a master's degree in electrical engineering, physics or related fields
- 5+ years of related working experience in a company (electronic environment). Related experience in power semiconductor industry is a plus
- Experience in leading a team is a plus
- Frequent travel in China and occasionally to Germany is required
- Confident communication and presentation skills in English
- Basic knowledge of German is a plus

### Benefits

- **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

### At a glance

Location:

Job ID: **HRC0821169**

Start date: **Jul 01, 2024**

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:

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### Contact

[lucy.shi@infineon.com](mailto:lucy.shi@infineon.com)



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.

- **Xi'an**, : 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.

