



Technical Marketing for Technology Breakthroughs

Job description

Imagine if you had the opportunity to improve the electronics based products you, and the people you care about, use every day. Imagine having access to world leading system architects, PhD's, and development engineers that could improve the fundamental power, sensing, and communications technologies that make modern electronics work. What kind of new system solutions could you imagine? What would you build? Come find out as a technical marketing manager for the Silicon Valley Innovation Center and Applied Systems Research group at Infineon Technologies.

Infineon makes the raw building blocks (sensors, power devices, communication devices, security chips, uprocessors) that go nearly everywhere. In this role you will be exploring how these raw technology building blocks can be used to push the end products you use in your daily life to the next level of performance. Infineon's Silicon Valley Innovation Center exists to capture, shape, and create the next big thing. In this role, you will evaluate the business potentials of our idea pipeline. Be the first to see the tough problems holding back our customers, and work with our best designers and engineers to bring solutions into reality. In this unique position, you will work directly with senior management and engineering teams. You will learn our technology & applications, analyze customer needs, conduct market research, and develop related technical marketing and strategic marketing content. Your projects will be varied & dynamic. This role growth path includes growing in place, taking a marketing position leading a product line you help create, or pursuing a corporate entrepreneur role in the SVIC.

In your new role you will:

- Provide **technical and strategic marketing support** for the **Applied Systems Research team**, supporting business case development and prioritization of both internally and externally identified technology concepts
- **Work with multiple divisions, product lines** and your research team to balance their needs with what can be achieved.
- Take on **solution analysis projects**: Analyze problems and solutions concepts and then translate them to solution strategies
- Take on **market analysis projects** generally focused on, but not limited too, **developing solutions in HMI, Secure Communications systems, and Automotive sensing**

Profile

You are a self-motivated team player that thrives on partnering with others and getting things done. You successfully handle multiple tasks, are flexible and open to change.

You are best equipped for this task if you have:

At a glance

Location: **Milpitas, CA (United States)**
Job ID: **339972**
Start date: **as soon as possible**
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:

Job ID: **339972**
www.infineon.com/jobs



- **Bachelor's degree** in Engineering, with **4+ years of experience** including hardware design and/or experience evaluating business potential for new technology concepts,
- Systems understanding – able to see how device solutions can impact full systems, and how this can impact Infineon's bottom line.
- Ability to **interpret data (both market and technical data), draw business conclusions, and provide strategic guidance / prioritization.**
- Strong written and verbal communication, strong presentation skills
- **Strong interpersonal skills** and ability to partner with others
- Curiosity. Are a **fast learner**, quickly able to master new skills and operate fully independently the 2nd time through
- A diplomatic nature with the **ability to drive compromise** and support multiple constituents

Infineon **Power & Sensor Systems (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 drive leading-edge power management, sensing and data transfer capabilities –

[Click here](#) for more information about working at PSS with interesting employee and management insights and an overview with more #PSSDreamJobs.

Benefits

- **Milpitas, CA:** Möglichkeit für Coaching, Mentoring & Netzwerken; Trainingsangebot & strukturierte Entwicklungsplanung; Möglichkeit zur internationalen Entsendung; Verschiedene Karrierepfade: Project Management, Technical Ladder, Management & Individual Contributor; Flexible Arbeitszeit: Vertrauensgleitzeit; Gesundheitsleistungen; Gesundheits- & Vorsorgeprogramme; Arbeitgeberfinanzierte betriebliche Altersvorsorge; Erfolgsbonus; Barrierefreiheit

Why Us

Part of your life. Part of tomorrow.

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

Infineon Technologies Americas Corp. is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, childbirth, or related medical conditions), gender identity, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition, family care status, military or veteran status, marital status, domestic partner status, sexual orientation, or any other basis protected by local, state, or federal laws. Applicants with questions about access or requiring a reasonable accommodation for any part of the application or hiring process should contact the Talent Network by phone at (408) 503-2194.

Employment at Infineon is contingent upon proof of your legal right to work in the United States under applicable law, verification of satisfactory references and successful completion of a background check and drug test, and signing all your on-



boarding documents .

In some instances, if applicable, U.S. export control laws require that Infineon obtain a U.S. government export license prior to releasing technologies to certain persons. This offer is contingent upon Infineon's ability to satisfy these export control laws as related to your employment and anticipated job activities. The decision whether or not to submit and/or pursue an export license to satisfy this contingency, if applicable, shall be at Infineon's sole discretion.

IMPORTANT NOTICE:

Infineon is requiring all new U.S. employees and contractors to be fully vaccinated against COVID-19. Full vaccination is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. Anyone unable to be vaccinated, either because of a sincerely held religious belief or a medical condition or disability that prevents them from being vaccinated, can request a reasonable accommodation.

Infineon Technologies takes data privacy and identity theft very seriously. As such, we do not request personally-identifiable information (PII) from applicants over the internet or electronically. Please kindly refrain from disclosing your PII electronically during the application process or to unauthorized websites that may purport to be Infineon or any of our affiliates.

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