



Senior Manager Digital Sales and Marketing Transformation Automotive (f/m/div)*

Job description

Would you like to manage digital transformation projects end to end in sales and marketing for the automotive division, from digital customer acquisition handling to online customer support including up-skilling of internal colleagues? Then come and join us as Senior Manager Digital Sales and Marketing Transformation Automotive (f/m/div). Make sure to apply now!

In your new role you will:

- **Manage digital transformation projects** end to end in sales and marketing for the **automotive division** from digital customer acquisition handling to online customer support including up-skilling of internal colleagues
- **Project manage analytics efforts setting** company-wide best practices and processes
- **Manage and control interdisciplinary and complex global consulting projects** with regard to quality, time and budget
- **Develop and execute digital business development** (e.g. business models, digital services, channels)
- **Develop and execute enablement initiatives** for digital sales and marketing for products and IFX solution offerings
- **Acts as a digital marketing consultant** to become the "go to" person on digital sales and marketing

Profile

You are personally committed to the customer's concerns and award them a high priority and focus your efforts on finding solutions that offer added value for both sides. You act as an entrepreneur, focus on results and stay aware of costs. You can inspire others and encourage them for the common goal. You are able to quickly establish a successful cooperation and clarify areas of responsibility, coordinate your work with colleagues, and regularly share your insights with them.

You are best equipped for this task if you have:

- A degree in **(Business) Informatics, Electrical Engineering, Engineering, Mechanical Engineering**
- Minimum **6 years of related work experience**
- Several years of **experience within one of the leading management consulting companies**

At a glance

Location:

Job ID: **342217**

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:

Job ID: **342217**
www.infineon.com/jobs

Contact

Dagny Alexa Romeike

Talent Attraction Manager



- Proficiency in a variety of **analytical domains**
- Knowledge in **programming languages** and **data base languages**
- **Fluent English** skills

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.

** The term gender in the sense of the General Equal Treatment Act (GETA) or other national legislation refers to the biological assignment to a gender group. At Infineon we are proud to embrace (gender) diversity, including female, male and diverse.*

