



## Staff Specialist Application Marketing

### Job description

Infineon Technologies is seeking a Marketing Manager to define and deploy marketing strategies and account engagement plans to achieve regional demand creation and revenue targets in industrial segment / Austin or Remote

Infineon's Connected Secure Systems (CSS) Division is exploding with growth opportunities. Our portfolio of Microcontrollers, Wired communication, Bluetooth, Wi-Fi, Matter and Security products are well positioned to benefit from major growth trends in an increasingly digital world! Infineon's stronghold in industrial segment will make it a force to recon in factory automation and Industrial IoT. You can expect to support a broad range of customers building industrial products and driving automation.

We are looking for a strong candidate who can perform business development, product marketing, sales management and applications marketing. In this role, you will drive revenue and design wins across North and South Americas market. This role will have a high visibility within Infineon as it shapes traditional industrial segments through IoT digitization.

The role offers an opportunity to drive industrial segment growth end to end. Identify various industrial applications, define value-proposition of Infineon solutions, and deliver results by scaling through cross divisional and 3<sup>rd</sup> party solution partnerships.

- Define and deploy regional marketing strategies and account goals to **achieve regional demand creation and revenue targets**
- Drive business at target accounts by collaborating cross-functionally with sales, engineering, product line, external partners
- **Drive engineering resources** to support a customer's evaluation and design efforts. Be able to look at trends across multiple customers in a segment and identify trends / needs for solutions - drive engineering to deliver those and deploy to the field
- Provide **market inputs, competitor insights, value proposition** and business case to impact roadmap for silicon, software, solutions from regional perspective
- Provide **Product and Applications training** for Infineon Sales and FAE team. Manage key partnership with external parties to develop common solutions and go to market plan

#LI-MH1

### Profile

You are best equipped for this task if you have:

### At a glance

Location:

Job ID: **342504**

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: **342504**

[www.infineon.com/jobs](http://www.infineon.com/jobs)



- **B.S. Degree in Electrical Engineering, Microelectronics, Computer Science / MBA** is preferred
- At least **5 years of professional experience** in one or more of these applications: motor control, power control, industrial communication, systems engineering with MCU
- **Excellent communication and critical reasoning skills**
- Strong track record of setting a **strategy for account planning, go-to-market and executing per plan to fetch result**
- **Fast - thorough responsiveness, structured approach**, cross-functional team management, ownership to close deals

## 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.

*Cypress Semiconductor Corporation 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.

