



Senior Specialist - Regional Automotive Application Marketing

Job description

Automotive (ATV) shapes the future of mobility with micro-electronics enabling clean, safe and smart cars –Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon ATV is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry. Join us as Specialist - Regional Automotive Application Marketing as part of the team's expansion to assist in deploying Automotive go-to-market (G2M) strategy to the region and monitoring go-to-market (G2M) activities.

In your new role you will:

- Assist in deploying **Automotive go to market G2M strategy** to the region and **monitoring G2M activities**
- **Adapts & deploys global G2M strategy** for the region, **manages regional G2M** activities on application level.
- Support **demand** and ensures **design-wins** on application level
- Deploys and adjusts **operative pricing guidelines** in the region
- Support **quoting** to capture **application value proposition**.
- Provides **information and guidance** regarding regional market based on regional application strategy

Profile

You are best equipped for this task if you have:

- Bachelor's degree in Electrical & Electronic Engineering
- Min 2 years working experience as **application marketing/ application engineer** in **electrical & electronic** related industry
- Experience in **power electronics** will be an added advantage
- Some working experience in **automotive electronics applications** is preferred
- **Candidate with more years of experience can be considered for a senior position**
- Experience to work with multi-national team and good communication skill
- Strong business acumen
- Keen interests in the automotive market and applications

At a glance

Location: **(Singapore)**
Job ID: **349641**
Start date: **as soon as possible**
Entry level: **1-3 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: **349641**
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Why Us

Part of your life. Part of tomorrow.

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

In accordance with the requirements set by the Singaporean Government, Infineon Technologies Asia Pacific Pte Ltd (“Infineon”) can only allow individuals who are (a) fully vaccinated, (b) certified to be medically ineligible for a vaccine or (c) have recovered from COVID-19 within a prescribed period, onto company premises. Therefore, Infineon requires all new employees, as well as contractors and business partners, to be fully vaccinated against COVID-19. “Fully vaccinated” means individuals have completed the full regime of an approved COVID-19 Vaccine as listed under the World Health Organization (WHO) Emergency Use Listing (EUL) including the respective post-vaccination period to ensure the vaccine has become full effective. Anyone who is unable to be vaccinated due to an approved and/or recognised exemption condition may apply for special consideration.

