

Driving decarbonization and digitalization. Together.



MEMS Innovation Product Marketing Manager - HRC0425637

Job description

Automotive The Automotive Division designs, develops and produces innovative semiconductor solutions for automotive applications. As MEMS Innovation Product Marketing Manager, we will provide you the opportunity to work on innovative automotive products and applications in our VAC (Vehicle Automation Control) team at Infineon. Your main focus products will be the MEMS sensors, including: Silicon Microphone, H2 gas sensor, BAP sensors, etc and understand related applications. You will mainly support our global product team and local team, develop deep insights into the products, understand the market and drive the business.

In your new role you will:

- Responsible to achieve product design-win target and maximize profit margin
- Feedback, support & align with Headquarter on China market and customer needs
- Participate Greater China pricing strategy with alignment with Product Line.
- Supports G2M activities at product level by product management.
- New product definition & proposal, especially to fit China automotive market and requirements.
- To initiate innovative ideas or projects and lead the project execution to achieve tangible result
- Lead and drive internal & external team members toward projects design-win
- Provide product training to customers/distributors
- Ecosystem partnership development, to drive emerging and focus product and application growth.

Profile

You are best equipped for this task if you have:

- Bachelor in Electrical/Electronic Engineering or Automotive Engineering or higher degree is a plus
- Experience or education background related to automotive electronics is preferable
- Minimum 5 years work experience in automotive industry, 3 years at least in one automotive application or semiconductor experience of Sensors and Microcontroller is preferable
- Must have product marketing or marketing related work experience (Preferably 3 years)
- Experience in automotive Sensor Module, MEMS Sensor Module, ADAS/In cabin and Sensor Fusion applications is a plus
- Willing to travel frequently within China and to overseas countries
- An entrepreneurial spirit
- Excellent communication and presentation skill
- Good project management skill

At a glance

Location:	Shanghai, (China), Shenzhen, (China)
Job ID:	HRC0425637
Start date:	as soon as possible
Entry level:	5+ years
Type:	Full time
Contract:	Permanent

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Job ID: **HRC0425637**

www.infineon.com/jobs



Contact

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- Good at strategic thinking and storytelling.
- Fluent in spoken & written English and Chinese
- Team player, strive for excellence to achieve the end goal

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 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.
- **Shenzhen,** : 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.

