

Driving decarbonization and digitalization. Together.



Senior Product Marketing Manager - Battery Powered Applications

Job description

In your new role you will:

- Develop business cases for new products that are synchronized with the Infineon vision and market needs.
- Drive, define and ensure execution of the future **product roadmap** based on market trends and strategic importance of products
- Act as project owner for **R&D projects** and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- Develop comprehensive **pricing strategy to ensure high profitability and scaling** of existing business.
- Ability to create technical **Features Requirement List (FRL)** and communicate with R&D team to define hardware and firmware solutions, with clear value propositions for our solutions.
- Intensively **collaborate with Application Marketing, Technical Marketing, R&D, Quality, Operations**, among other functions
- Keep track of running projects and constantly update customers on progress
- **Collaborate with Sales, application marketing and R&D** to synthesize market requirements into development of a winning/leading product roadmap
- Manage and **develop a business strategy** for the product portfolio to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- Influence profit/loss of the product segment/portfolio
- **Analyze the market** to gain an extensive understanding of the business environment and drive competitor analyses within Battery Powered Equipment / Drives application spaces
- Engaged and build relationships with key customers
- Intensively collaborate with worldwide sales and marketing departments in order to maintain our leading market position
- Deliver product launches and training to a wide internal and external audiences
- **Represent the Product Line** to internal and external partners worldwide
- Perform technology and cost analysis for various foundry technologies to identify the right technology for the right application
- Deep dive competitor technology, roadmaps and weaknesses to define value-based products and winning strategy

At a glance

Location: **El Segundo, CA (United States)**
Job ID: **HRC0606451**
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. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **HRC0606451**
www.infineon.com/jobs



Profile

You are best equipped for this task if you have:

- A university degree in **electrical engineering, microelectronics**, or economics with a strong familiarity of the semiconductor market
- **5+ years of experience in product development, product marketing or application engineering** related tasks with a strong emphasis on roadmap execution, winning projects and driving revenue
- Knowledge of **Motor Control solutions**, including control and Software implementation and their development ecosystem preferred.
- Knowledge of **BLDC Drives**, Control schemes like FOC and needed peripherals in Battery operated equipment.
- Prior knowledge of Drives, Battery operated Equipment related products and their applications is a strong plus
- Strong **team player** with high energy level and international networking skills
- Strong ability to **communicate effectively** and across functional boundaries and experience in operating in a highly matrixed organization
- Possess **excellent presentation skills & communication with senior management**
- **Willingness to travel**
- Fluent English skills with German or mandarin skills as a plus

#LI-TG1

Benefits

- **El Segundo, 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

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.

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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.

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 onboarding 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.

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.

Wage Range that the Company expects to pay for a qualified candidate:

Minimum of \$147,000 salary per year

Maximum of \$202,200 salary per year

