

Driving decarbonization and digitalization. Together.



Senior Manager Product Marketing - Edge AI

Job description

IFX Memory Solutions New Ventures organization is seeking a Senior Manager of Product Marketing to lead the technical marketing efforts for a platform of AI co-processors for EDGE applications based on IFX's SONOS In-memory technology. This role will be pivotal in driving the success of our innovative AI product in the market and ideal for someone passionate about edge computing, AI technologies, and is eager to be part of commercializing IFX's new Edge AI Co-processor solutions. If interested, apply today!

In your new role you will:

- Execute product marketing for **IFX's SONOS IMC co-processor, defining the go-to-market (GTM) strategy** and driving rapid execution
- Definition of product requirements based on application use cases and **promote value proposition for the product**
- Collaborate with **cross-functional teams, including product development, sales, and engineering**, to ensure alignment and execution of marketing initiatives
- **Create Market/competition analysis and product positioning**: Develop a comprehensive business case for the product
- **Customer/partnership engagements**: Drive engagements and partnerships with customers and system integrators to develop EDGE AI applications using IFX AI Co-processor
- Work with IFX application go to market experts in positioning the **IMCco-processor in relevant EDGE applications**
- **Drive outbound messaging**: Align broader outbound/marcom teams on product messaging, influencing campaigns and content
- **Sales Enablement**: Develop sales collateral, including competitive analysis, messaging pillars, and reasons to believe
- **Market Insights**: Provide input and voice of the market back to product management and pricing teams
- **Content Creation**: Contribute to marketing content, including blogs, web-content, videos, presentations, and press releases. Create collaterals for executive level engagements within and outside the organization

Profile

You are best equipped for this task if you have:

- A relevant vocational training (3+ years) and a particularly extensive subject-specific additional qualification

At a glance

Location:	Colorado Springs, CO (United States)
Job ID:	HRC0803285
Start date:	as soon as possible
Entry level:	5+ years
Type:	Full time
Contract:	Permanent

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Job ID: **HRC0803285**

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- A relevant completed study with a duration of 4 years and subject-specific additional qualification or by a relevant completed study (+4 years)
- 10+ years of experience in **product marketing**, with a focus on technology products, **preferably in the semiconductor or AI industry**
- Proven track record of successfully **launching and marketing complex technical products**
- Strong understanding of **AI, machine learning, and computer vision technologies**
- Knowledge of niche computing architectures like **IMC will be considered a plus**
- Excellent **communication and presentation skills**, with the ability to effectively convey technical information to both technical and non-technical audiences
- Strong **analytical and strategic thinking skills**, with the ability to interpret data and insights to drive marketing decisions
- Ability to work collaboratively in a fast-paced, dynamic environment

– **Automotive (ATV) shapes the future of mobility with microelectronics enabling clean, safe, and smart cars** –

The **ATV division** is shaping the future of mobility by enabling clean, safe, and smart cars. Its product and solution offering is powering the decarbonization and digitalization of vehicles. By driving the transition to hybrid and purely electric vehicles, ATV is making a valuable contribution to cleaner roads. ATV is also increasingly digitalizing cockpit, infotainment, comfort, and lighting applications as it takes automated driving to the next stage with higher levels of connectivity, security, and safety.

The ATV portfolio integrates sensors, microcontrollers, high-performance memories for specific applications, power semiconductors based on silicon and silicon carbide, as well as components for human-machine interaction and vehicle connectivity. Infineon is the world leader in automotive semiconductors.

[Click here](#) for more information about working at ATV with interesting employee and management insights and an overview with more #ATVDreamJobs.

Benefits

- **Colorado Springs, CO:** 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 Memory Solutions, 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 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.

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 \$133,600.00 Salary per year

Maximum of \$183,700.00 Salary per year

In addition, all employees will be eligible to participate in an incentive plan.

#LI-PB1

