



## Director Regional Application Management for Battery Powered Applications (f/m/div)\*

### Job description

Are you a technical marketing/sales expert who enjoys working across borders? Are you passionate about electronics and eager to strategically drive business forward? Are you looking for a new challenge in an innovative semiconductor environment? If you say yes to all of the above, join us as Regional Application Manager for battery powered applications (e.g. power tools, household robots, forklifts). You will oversee business development activities within EMEA and create the Go2Market (G2M) strategy for the applications you are responsible for. Take the chance and apply now!

In your new role you will:

- **Adapt & deploy global G2M strategy for the region EMEA**, manage regional G2M activities on application level and feedback on customer/market acceptance of Infineon solution offering
- **Ensure design-wins by supporting Sales and Business Development** activities on application level, enabling Sales to capture maximum design win
- **Deploy and adjust operative pricing guidelines/corridor** on application level in the region
- **Capture regional requirements and new/emerging application trends**, voice corresponding requests to business and product lines and develop related G2M strategies
- **Provide input for market and competitor insights**, value proposition, business case creation, positioning, pricing and product roadmap for applications from regional perspective

### Profile

You put the customer at the heart of your thoughts and actions, demonstrate excellent communication skills and know how to establish sustainable relationships and networks. As business savvy character and passion to go beyond existing business, you recognize profitable and strategic business opportunities and take the lead when it is necessary to drive things forward. Moreover, you enjoy working in interdisciplinary teams with multicultural backgrounds. You keep a cool head even if there are multiple different projects on your desk as you are used to structure work packages and to prioritize accordingly.

You are best equipped for this task if you have:

- A degree in **Electrical Engineering, Microelectronics and/or Industrial Engineering** with focus on Marketing & Sales
- **9+ years of relevant work experience in Sales, Marketing or Application Engineering**
- A solid **technical understanding of power electronic applications**

### At a glance

Location: **Munich**  
Job ID: **309036\_2**  
Start date: **immediately**  
Entry level: **6+ 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: **309036\_2**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)

### Contact

**Caroline Sigl**  
Talent Attraction Manager



- **Soft skills and intercultural competencies** as well as structure, natural drive and enthusiasm in order to navigate between customers, multiple internal stakeholders and management
- **Willingness to travel** regularly in EMEA
- Excellent **English** skills, German and an additional language being a plus

