



Senior Product Marketing Manager Microcontroller (f/m/div)*

Job description

You contribute to innovations in the area of future car trends and focus on product segments in the field of body electronic systems. You establish and grow profitable market positions worldwide in the relevant segment. Furthermore, you understand all factors influencing market conditions within the business line and work to maximize business in line with the company's objectives.

In your new role you will:

- **Ownership of body application segment with in MC organization incl. new product definition.**
- **Capture product requirements based on market trends and customer feedback** for body applications.
- **Seek for business opportunities**, establish and grow a profitable market position, **not only in Germany but worldwide.**
- Execute and improve our **marketing strategy** – you will continually align with the division to enable a mutual business case.
- **Proactively conduct market research** by analyzing competitors and product competitiveness, identifying new potential markets, determining solution and product strategies and implementing new business models and prepare market launches.
- **Organize and conduct application and product trainings for sales** and customers.

Profile

You listen actively to the customer and consider his point of view, thoughts, ideas and establish a longstanding relationship. Coming up with new ideas to reach the next level of innovation motivates you? Moreover you remain focused on solutions, open, and flexible even when under pressure.

You are best equipped for this task if you have:

- A technical **degree in electrical engineering, industrial engineering** or similar that will give you the needed basis for this task, ideally with a **strong familiarity of the semiconductor environment market.**
- You gained **more than 6 years of experience** in **technical marketing, business development** or **field application engineering** related tasks.
- Know-how on **body application** segment.

At a glance

Location: **Munich**
Job ID: **309317**
Start date: **immediately**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Contact

Sonja Zwicke
Talent Attraction Manager



- You enjoy **taking the initiative, being energetic, thrive on bringing the results, are a great organizer and enjoy working in an international team.**
- Your **excellent English and ideally German communication skills** as well as the fact that you are a **good presenter** of complex issues has always helped you master the need for alignment across internal and external contacts.
- You have the ability to **understand technically complex contexts** and can **consolidate and present those on a management level.**

