



Application Marketing Manager-Industrial Power Supply

Job description

Responsible to achieve application wise revenue and design-win target for Greater China by leading and driving internal & external team members toward target.

In your new role you will:

- Responsible to achieve application wise revenue and **design-win target** for Greater China by leading and driving internal & external team members toward target.
- Formulate **marketing strategy** to grow business and market share with market intelligent collection (business environment, market size and growth, competitor landscape, market trend etc.)
- Feedback, support & align with HQ by initiating innovative ideas or projects in the region to drive segment strategy and lead the project execution to achieve tangible result.
- Define and support **design-in/win targets**. Support sales to promote products and deploy strategy. Maximize/balance revenue and profit margin for responsible business and participate pricing strategy with key stakeholders.
- Provide a consolidated overview to track the OEM/distribution business, and initiate relevant activities to drive the business result. Provide fundamental application training to customers/distributors
- **Benchmark competitors and/or industry leaders**, research and consolidate the **competition fighting strategy formation and implementation**.
- Design, maintain and improve application wise promotion via online, offline activities in business ecosystem.
- Work closely with Marcom for external activities, and enable various digital marketing approaches for branding and mass market promotion.

Profile

You are best equipped for this task if you have:

- University degree (Bachelor, Master) in **Electronic or Electrical Engineering**.
- Minimum 8 years of Sales & Marketing experience in power electronics or semiconductor related field.
- Good knowledge of **industrial power supply**, such as **UPS** application is preferred.
- Proactive to work with internal & external team to synergize the result and drive segment growth.
- Excellent presentation & communication skills, an excellent team player and able to work under pressure.
- Energetic, highly self-motivated, and detail-oriented with global mindset.
- Fluency in spoken & written English and Chinese, and Good PC Skills

At a glance

Location: **Shenzhen,**
Job ID: **310087**
Start date: **immediately**
Entry level: **6+ years**
Type: **Full time**
Contract: **Permanent**

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