



## Senior Manager Marketing

### Job description

Responsible for GC G2M strategy activities in target application such as Wireless Auto, drive Design Win for GC in target applications

#### In your new role you will:

- Responsible for GC G2M strategy activities in target application such as Wireless Auto, drive Design Win for GC in target applications
- Captures and consolidate regional application requirements including scouting and
- identifying emerging applications and use cases
- Responsible for providing consolidated regional inputs for global application roadmaps and
- providing customer feedback on roadmaps presented
- Gathers, analyzes and provides market, customer, competitor insights from regional
- perspective to support focus areas / applications
- Provides input for value proposition of division focus applications from regional perspective
- Provides regional market pricing data on application level and assess business model
- options.

### Profile

#### You are best equipped for this task if you have:

- Specialist knowledge and skills in Automotive WIFI/BT
- Related Education background in EE, or automation
- MBA is a plus
- 9+ years relevant working experience

### At a glance

Location: **Shanghai, (China)**  
Job ID: **320694**  
Start date: **immediately**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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### Contact

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