



Director Marketing IoT Industrial Segment

Job description

Responsible for deploying global G2M strategy to the region and managing G2M activities to enable Sales to capture maximum design win BOM share at maximum value based mark up prices.

In your new role you will:

- Responsible for deploying global G2M strategy to the region and managing G2M activities to enable Sales to capture maximum design win BOM share at maximum value based mark up prices.
- Adapts & deploys global G2M strategy for the region, manages regional G2M activities on application level and feedback on customer / market acceptance of company solution offering
- Ensures design-wins by supporting Sales and business development activities on application level
- Deploys and adjusts operative pricing guidelines / corridor on application level in the region.
- Manages quoting for company offering outside of pricing office limits in the region to capture value-based mark up from an application value proposition.
- Provides information regarding regional market including pricing to be considered in the

global G2M strategy

- Provides guidance regarding regional market outlook and regional revenue forecast of company offering on application level (in commercialization phase) tied to regional application G2M strategy

Profile

You are best equipped for this task if you have:

- 12+ years relevant working experience
- Specialist knowledge and skills, as these are usually acquired through a relevant vocational training (3+ years) and a particularly extensive subject-specific additional qualification. The same applies to knowledge and abilities, which were acquired by a relevant completed study with a duration of 4 years and subject-specific additional qualification or by a relevant completed study (+4 years).

At a glance

Location: **Shanghai, (China)**
Job ID: **320874**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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- The total knowledge and skills can also be acquired in other ways.

Benefits

- **Shanghai, :** Coaching, mentoring networking possibilities; Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Medical coverage; On-site social counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

Why Us

Part of your life. Part of tomorrow.

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

