



## Senior Director Product Marketing Automotive Power Supplies (f/m/div)\*

### Job description

Do you enjoy teaming up with colleagues out of different departments in Europe, USA and Asia in order to find the best solutions? Are you the one who wants to have the overview from-end-to-end instead of being the expert for just one step? Are you feeling comfortable in taking decisions as leader for complex marketing topics? Are you interested in modern aspects of leadership? Then this position in our product line for Automotive Power Supplies is a great match for you. We drive the electrification and automation of cars by developing and manufacturing world-class power semiconductors. As Senior Director for Product Marketing you will be responsible for a great team in charge of all marketing related activities in our product line Automotive Power Supplies. Don't miss this opportunity and become part of our automotive success story!

In your new role you will:

- **Develop product strategy and product related content** for bluebook and **manage the product lifecycle** for power supply & management ICs
- **Lead a team:** Coach, organize and consult your team members, esp. in developing the business strategy, new product ideas and go-2-market approaches
- **Select pricing strategy, define pricing guideline** and Volume Purchase Agreements (VPA)
- **Develop and monitor** demand forecasts, market outlooks and financial performance
- **Analyze markets and competitors** down to product level and define the value proposition of new products
- **Be responsible for a wide portfolio of several 100 products** in 4 segments PMIC, SBC, LDO and IVN
- **Interact with Infineon's regional organizations** fostering global collaboration as well as refining processes and structures

### Profile

As experienced leader and strong communicator you build and leverage professional networks towards achieving organizational goals and motivate people for joint success. With your solution-based mindset you remain aware of the big picture even in complex situations and take pragmatic decisions even despite uncertain circumstances. You have the passion and the courage to develop new and creative ideas while keeping the commercial success of the company in mind.

### At a glance

Location: **Munich (Germany)**  
Job ID: **321609**  
Start date: **immediately**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **321609**  
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### Contact

Sören Schmögner



You are best equipped for those tasks if you have:

- A **degree in a technical-oriented field and a degree in business administration** or equivalent experience in a related field
- More than **10 years of experience in semiconductor industry** with a focus on **Product Marketing and Business Development**
- Proven experience in **leading and structuring a larger team**
- Strong expertise in **leading complex negotiations**
- Strong experience in **building a trustful relationship** within Infineon's regional organizations, its business lines across divisions and its customers
- **An open-mindset and curiosity** for diverse perspectives combined with intercultural sensitivity
- **Excellent proficiency in English**, spoken and written, German will be an added advantage

