



Staff Specialist Product marketing

Job description

In your new role you will:

- Identify, validate and quantify opportunities for Infineon's NFC Products suitable for legacy and upcoming NFC applications
- Contribute to design-in effort to successfully close those opportunities
- Contribute significantly to development of new product ideas
- Analyse markets / competitors down to product level using regional inputs and contribute significantly to the value proposition of Infineon's NFC products
- Collaborate with respective Technical Marketing and application teams to facilitate definition of new features, new products and derivatives for target opportunities, customer and markets.
- Align with Application Marketing and Product Management on product level
- Contribute to the G2M strategy to grow the market share and revenues
- Act as Marketing / business development interface when required and consult with our customers in the selection of products, related development tools and Software by deploying Technical marketing and Application engineering resources as required
- Actively manage projects together with the regions FAE / Sales Team to achieve joint design-win goals
- Establish and maintain customer relationships via conventional customer visits and digital communication tools

Profile

You are best equipped for this task if you have:

- A Bachelor's degree in Electrical Engineering, Microelectronics, Information Technology or Computer Science
- An MBA degree in Marketing, Business Management or relevant areas is desirable
- At least 5 years of professional experience in a Product Marketing role or (Field) Application Engineer or Design Engineer
- Technical experience and understanding about microcontroller selection, peripherals / interfaces, Wireless components and ecosystem like NFC, BT/BLE, Wi-Fi, sensors and memory products based on application requirements is highly desired
- Ability to work in a fast-paced environment
- Good communication skills and multitasking capability
- Willingness to travel up to 10% of your work time

Benefits

- **Bangalore:** Coaching, mentoring & networking possibilities ; Wide range of training offers & planning of career development; Regional and local talent programs; International assignments; Career paths: Management career, Project management career, Technical ladder career, Individual contributor career, Professional career; Flexible work timing, Part time work, Work from home;

At a glance

Location: **Bangalore (India)**
Job ID: **329471**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

Apply to this position online by following the URL and entering the Job ID in our job search:

Job ID: **329471**
www.infineon.com/jobs



Home office; Health & wellness reimbursement, Employee motivation forum, Spoorthi – Diversity club, Master health check up, Health promotion campaigns; Crèche facility; Annual success bonus; Medclaim (dependents & top up), Personal accident, Term life; National Pension Scheme; Health promotion programs; Statutory benefits; Access for wheelchairs; On-site canteen; Paid sick leave, long term illness leave; On site Yoga classes, Sports club

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.

