



Director Distribution Marketing

Job description

Responsible for Distribution Marketing for Automotive GC.

In your new role you will

1. Drive ATV GC Distribution Marketing activities through strategy setup, target achievements and collaborations with crossing functions
2. Support to achieve ATV DEM revenue target
3. Support to achieve ATV DEM Design Win target
4. Coordinate with regional DEM Sales and Distribution Marketing (Global) to ensure support for regional distributors
5. Support relationships with regional distributors
6. Utilize the global distribution strategy to develop a regional distribution strategy and targets with activities per BL / PL, applications and distributor
7. Provide distribution market intelligence and data analytics from regional perspective to local and global partners (e.g. Distribution Marketing (Global), Market and Business Intelligence (Global), Pricing Excellence (Global), Application and Product Management (Regional))
8. Analyze and share of customer / distributor requirements and new trends

Profile

You are best equipped for this task if you have:

1. Specialist knowledge and skills, as these are usually acquired through a relevant vocational training (3+ years) and a particularly extensive subject-specific additional qualification.
2. 12+ years relevant working experience
3. 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).
4. The total knowledge and skills can also be acquired in other ways.
5. Fluent in Chinese and English

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.;

At a glance

Location: **Shanghai, (China)**
Job ID: **330956**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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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.

Automotive

Automotive (ATV) shapes the future of mobility with micro-electronics enabling clean, safe and smart cars –

Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon ATV is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry.

[Click here](#) for more information about working at ATV with interesting employee and management insights and an overview with more #ATVDreamJobs.

