



Sr Mgr Product Marketing

Job description

Infineon Technologies is seeking a Sr. Manager Product Marketing to develop new business by winning market share and new opportunities with target customers. You will establish a clear understanding of market trends, customer wants, product requirements and success factors to win market share.

In your new role you will:

- Develop new business by winning market share and new opportunities with target customers. You will establish a clear understanding of market trends, customer wants, product requirements and success factors to win market share.
- Formulate and execute account and market based strategy to grow the market share and revenue at target accounts in power electronics markets such as major home appliances, motor drives, UPS systems, power tools, power suppliers, energy storage systems etc.
- Monitor and track the Design-in Pipeline and Revenue development to achieve the annual financial targets.
- Collaborate intimately with Technical Marketing and application teams to facilitate definition of new features, new products and derivatives for target opportunities, customer and markets.
- Act as first Marketing / business development interface and consult with customers in the selection of products by deploying Technical marketing and Application engineering resources as needed
- Derive customer requirements, develop value propositions together with internal interfaces (FAE, Application and System Engineering, Technical Marketing)
- Actively manage projects together with the Americas FAE / Sales Team to achieve joint design-win and revenue goals
- Establish and maintain customer relationships via conventional customer visits and digital communication tools
- Support Industrial Power Control business in other markets as required

Profile

You are best equipped for this task if you have:

- A Bachelor's degree in Electrical Engineering with good understanding of power electronics systems, converters, topologies and power semiconductors
- At least 6 years of professional experience in power, energy or electronic components industry. Prior experience as a Technical Marketing manager or Engineering experience with a passion for business development is highly desired

At a glance

Location: **Lebanon, NJ (United States)**
Job ID: **331617**
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: **331617**
www.infineon.com/jobs



- Excellent communication, analytical skills and fluency in English are must.

Benefits

- **Lebanon, NJ:** 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; Health Benefits; Health promotion programs; 401K; Performance bonus; Accessibility, access for wheelchairs

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.

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

Infineon Technologies Americas Corp. is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, childbirth, or related medical conditions), gender identity, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition, family care status, military or veteran status, marital status, domestic partner status, sexual orientation, or any other basis protected by local, state, or federal laws. Applicants with questions about access or requiring a reasonable accommodation for any part of the application or hiring process should contact the Talent Network by phone at (408) 503-2194.

Employment at Infineon is contingent upon proof of your legal right to work in the United States under applicable law, verification of satisfactory references and successful completion of a background check and drug test, and signing all your onboarding documents .

In some instances, if applicable, U.S. export control laws require that Infineon obtain a U.S. government export license prior to releasing technologies to certain persons. This offer is contingent upon Infineon's ability to satisfy these export control laws as related to your employment and anticipated job activities. The decision whether or not to submit and/or pursue an export license to satisfy this contingency, if applicable, shall be at Infineon's sole discretion.

IMPORTANT NOTICE :

Infineon is requiring all new U.S. employees and contractors to be fully vaccinated against COVID-19. Full vaccination is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. Anyone unable to be vaccinated, either because of a sincerely held religious belief or a medical condition or disability that prevents them from being vaccinated, can request a reasonable accommodation.

Infineon Technologies takes data privacy and identity theft very seriously. As such, we do not request personally-identifiable information (PII) from applicants over the internet or electronically. Please kindly refrain from disclosing your PII electronically during the application process or to unauthorized websites that may purport to be Infineon or any of our affiliates.