



## Product Marketing Manager Chassis\_ADAS

### Job description

#### In your new role you will:

- Maximize profit margin for responsible design-win projects and/or products and participate Greater China pricing strategy with aligning with Product Line.
- Responsible to achieve projects design-win target for China automotive Safety Segment (TPMS, Sensor Module, ABS or ADAS)
- New product definition & proposal, especially to fit China automotive markets trend and requirements.
- To initiate innovative ideas or projects to drive segment strategy and lead the project execution to achieve tangible result
- Lead and drive internal & external team members toward projects design-win
- Provide fundamental application & product training to customers/distributors on Safety Applications
- Feedback, support & align with Headquarter on China automotive Safety Segment related topics
- Ecosystem partnership development, to driving emerging and focus application growth.
- Closely work with China related institute to understand Safety Segment related regulations

### Profile

#### You are best equipped for this task if you have:

- Bachelor in Electrical/Electronic Engineering or Automotive Engineering or higher degree is a plus
- Experience or education background related to automotive electronics is preferable
- Minimum 5 years work experience in automotive industry, 3 years at least in one automotive application or semiconductor experience of Microcontroller and Sensors is preferable
- Must have product marketing or marketing related work experience (Preferably 3 years)
- Experience in automotive Sensor Module, TPMS/ Sensor Module or ADAS and Sensor Fusion applications is a plus
- Willing to travel frequently within China and to overseas countries
- An entrepreneurial spirit
- Excellent communication and presentation skill
- Good project management skill
- Good at strategic thinking and storytelling.
- Fluent in spoken & written English and Chinese
- Team player, strive for excellence to achieve the end goal

### At a glance

Location: **Shanghai, (China)**  
Job ID: **331754**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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## 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.

