



## Manager - Regional Automotive Application Marketing

### Job description

Would you want to play an impactful role in Infineon's Go-to-Market (G2M) strategy? Do you have a strong marketing mindset and want to elevate our Automotive business segment to the next level? As our Regional Automotive Application Manager for APAC, you will act as our Marketing Expert to lead and engage in collaborations to develop business plans and influence different stakeholders.

In your new role you will:

- Responsible for deploying **Automotive G2M strategy** to the region and **managing G2M activities**
- **Adapts & deploys global G2M strategy** for the region, **manages regional G2M activities** on application level.
- Create **demand** and ensures **design-wins** on application level
- Deploys and adjusts **operative pricing guidelines** in the region.
- Manages **quoting** to capture **application value proposition**.
- Provides **information and guidance** regarding regional market based on regional application strategy

### Profile

You are best equipped for this task if you have:

- Bachelor's degree in **Electrical & Electronic Engineering** or relevant discipline
- Min 5 years of working experience in **application marketing/application engineering** in electrical and electronic industry
- Some working experience in **automotive electronic related applications** is preferred
- Experience in **power electronics** will be an added advantage
- Familiar with marketing planning, strategy, go-to-marketing activity
- Experience to work with multi-national team and good communication skill
- Strong business acumen
- Keen interests in the automotive market and applications

### Why Us

#### At a glance

Location: **(Singapore)**  
Job ID: **331884**  
Start date: **as soon as possible**  
Entry level: **3-5 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: **331884**  
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Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

*In accordance with the requirements set by the Singaporean Government, Infineon Technologies Asia Pacific Pte Ltd ("Infineon") can only allow individuals who are (a) fully vaccinated, (b) certified to be medically ineligible for a vaccine or (c) have recovered from COVID-19 within a prescribed period, onto company premises. Therefore, Infineon requires all new employees, as well as contractors and business partners, to be fully vaccinated against COVID-19. "Fully vaccinated" means individuals have completed the full regime of an approved COVID-19 Vaccine as listed under the World Health Organization (WHO) Emergency Use Listing (EUL) including the respective post-vaccination period to ensure the vaccine has become full effective. Anyone who is unable to be vaccinated due to an approved and/or recognised exemption condition may apply for special consideration.*

