



Senior Manager for Compute & Security Application Marketing

Job description

Infineon Korea is looking forward to working with an experienced Marketing Manager, specialized in MCU and Security applications.

In your new role you will:

- Responsible for MCUs & IoT Security Application Marketing / Management for Korea business
- Responsible for deploying global G2M (Go-to-Market) strategy to the KOR region and managing G2M activities to enable Sales to capture maximum design win BOM share at maximum value based mark up prices
- Adapts & deploys global G2M strategy for the KOR region, manages regional G2M activities on application level and feedback on customer / market acceptance of IFX solution offering
- Ensures design-wins by supporting Sales and business development activities on wireless application level
- Deploys and adjusts operative pricing guidelines / corridor on application level in the region
- Manages quoting for IFX offering outside of pricing office limits in the region to capture value based mark up from an application value proposition
- Provides information regarding regional market including pricing to be considered in the global G2M strategy
- Provides guidance regarding regional market outlook and regional revenue forecast of IFX offering on application level (in commercialization phase) tied to regional application G2M strategy

Profile

You are best equipped for this task if you have:

- Technical competency:
 - MCU : Min. 10 years work experience in MCU marketing and/or application. Experience with ARM Cortex MCU, and knowledge of key applications, use-cases in home appliance, IoT Applications, motor control, industry and other smart home applications is a must.
 - Security : Min. 8 years work experience in Discrete/hardware Security marketing and/or application. Key knowledge in understanding, deploying

At a glance

Location: **Seoul (Korea)**
Job ID: **334297**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Job ID: **334297**
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Discrete hardware Security into IoT Applications with focus into Smart Home, Home Appliances, Industrial is preferred. Have a solid understanding between discrete hardware security (eg. TPMs, eSIMs, CCEAL, FIPS certifications) vs Software Security (eg. Trustzones, ARM PSA).

- Experience:
 - More than 15 years of experience as engineer/sales/business development in Consumer and Industry IoT is highly preferred.
 - Business Development Experience for LG and Samsung business highly preferred, Automotive experience in HKMC, Mobis will be a plus.
 - Good understanding HW & SW system architecture highly preferred
 - Fluent in English (speak & written), and able to communicate well in both English and Korean is a must.
 - Positive mindset to build and extend new business in IoT Security and MCUs segments
 - Self-motivated, Customer oriented, Team play with global organization setup
 - Good Knowledge of semiconductors process and logistics
 - Excellent knowledge about IoT, Security and Compute application and ecosystem

Benefits

- **Seoul:** Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Home office options; Part-time work possible (also during parental leave); Medical Coverage; Health promotion programs; On-site canteen; Wage payment in case of sick leave; Corporate pension benefits; Performance bonus

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.

– Connected Secure Systems (CSS) delivers security for the connected world –

The Connected Secure Systems (CSS) segment offers comprehensive systems for a secure, networked world with a portfolio built around reliable, trendsetting microcontrollers as well as wireless connectivity and security solutions. Over the past decades, CSS has developed microcontroller, Wi-Fi, Bluetooth and combined connectivity solutions (known as connectivity combos) and hardware-based security technologies. The products are used in a broad range of applications: from consumer electronics, IoT and home appliances to IT equipment, cloud security and networked cars all the way to credit and debit cards, electronic passports and IDs. With its leading



technologies in the areas of computing, connectivity and security, CSS makes a decisive contribution to protecting today's and tomorrow's networked systems.

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

