



## Director Product Marketing (f/m/div)\*

### Job description

We believe that Power MOSFETs are, and will remain, at the heart of three global megatrends in modern society: Energy efficiency, mobility and automation. At Infineon, we define, shape and lead power management systems. Thus, if you are an entrepreneurial business person, creative problem solver and like to drive things forward, it's time to join our team responsible for our OptiMOSTM CoolGaN and CoolSiC power products. In the last decade we have grown to a market leading position with our Medium/Low voltage semiconductor switches. Now we want to strengthen existing and enter new markets in a holistic system context to enable an even faster growth trajectory.

In this position you will have end-to-end responsibility as senior product marketing person for innovative applications like DCDC converters for servers, telecom, motor controls, charger and adaptors etc. Beyond this, you will also conquer new markets and applications. You will team-up with highly motivated colleagues in a cross-functional setup and further develop a compelling business within the megatrend of car electrification. You will be part of an exciting mission making an impact.

In your new job you will:

- Drive our **understanding of applications and the derived market including trends and end-customer needs** by building excellent, lasting relationships and applying proper analytical skills **in the context of WBG material like GaN**
- **Identify sweet spots** on where to enter with novel system solutions and **set priorities**
- **Define required products** including e.g. target costing and definition of winning product specifications jointly with technical marketing
- **Define the value proposition** for the product and develop the initial market introduction plan (4Ps)
- **Develop and manage a business strategy for the product portfolio** to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- **Act as project owner for R&D projects** and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- Develop **go-to-market strategies for new solutions** including assessment of alternatives, benchmarking with competitors
- **Co-operate intensely with external and internal partners**, e.g. related to providers of complementary parts and multipliers
- **Drive revenue for specific new applications / markets** together with regional marketing & field application engineering teams
- **Represent the Product Line** to internal and external partners worldwide

### At a glance

Location: **Villach (Austria)**  
Job ID: **336039**  
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: **336039**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)

### Contact

**Manuel Krebs**  
Talent Attraction Manager



## Profile

You are a proactive, self-driven character striving to get things done. You enjoy working in a complex, demanding field of work, are flexible and work well under stress. You feel attracted by new ways and novel solutions and want to make a real impact. As an empathic marketing person and business developer, you recognize profitable and strategic business opportunities and realize them thanks to strong decision-making and managerial skills, even in uncertain situations. You are able to think and act on a strategic and tactical level. As a strong team player you furthermore show an open and convincing personality.

You are best equipped for this task if you have:

- A **university master degree in electrical engineering, microelectronics, or economics** with a strong familiarity of the semiconductor environment market
- **Knowledge on semiconductors, especially power semiconductors based on WBG;** insights in Gallium-Nitride are a strong plus
- **8+ years of experience in product marketing, business development or application engineering,** ideally a mix of it
- **Experience on marketing** not only product, but **system benefits**
- A proven **track record for achieving sustainable results in dynamic markets**, from business idea executed to revenue stream
- **Ability to lead cross-functional teams** and to resolve potential conflicts
- At least basic **know-how in electronics**
- **Willingness to travel**
- Fluent **English** skills, **German** skills as a plus

We offer competitive salaries and additional benefits based on your performance, experience and qualification. The employment is in accordance with the collective salary and wage agreement for employees of the electrical and electronics industry, employment group J (<https://www.feei.at/wp-content/uploads/2022/05/minimum-salaries-white-collar-workers-2022.pdf>). The monthly salary is paid 14 times p.a. We offer a higher compensation depending on your expertise and skills.

## Benefits

- **Villach:** 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; Home office options; Part-time work possible (also during parental leave); Sabbatical; Child care in Villach & Klagenfurt; On-site social counselling and works doctor; Health promotion programs; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement; 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.

– **Power & Sensor Systems (PSS)** drives leading-edge power management, sensing and data transfer capabilities –



Infineon **PSS** semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world. Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication. [Click here](#) for more information about working at PSS with interesting employee and management insights and an overview with more #PSSDreamJobs.

At **Infineon in Villach** you shape the technologies of tomorrow and work in an international environment with more than 3900 colleagues from over 70 nations. Your personal contribution will be valued and appreciated as the cornerstones of our success. And all that in beautiful surroundings which guarantee a high quality of life.

The **City of Villach** is located in the center of Carinthia, Austria’s southernmost province, in close proximity to the Italian and Slovenian border. Living in Austria has many social, health-care-related and economic perks. The country’s social and health care system is among the best in the world and for decades numerous international surveys have singled out Austria as a particularly safe and wealthy country with a high quality of life. Villach itself benefits from its status as a “small town”, offering everyday living at affordable prices in an outstanding setting.

**Find out what you like most about Villach and join us:**

<https://www.welcome2villach.at/>

*\* The term gender in the sense of the General Equal Treatment Act (GETA) or other national legislation refers to the biological assignment to a gender group. At Infineon we are proud to embrace (gender) diversity, including female, male and diverse.*

