



Senior Manager, Application Marketing – Home Appliances

Job description

Join an exciting team to drive IoT, Compute & Wireless Marketing for Home Appliances and Service Robots applications. You will develop a deep understanding of the market, influence product roadmaps, define global marketing strategies and execute their roll-out to a global cross-functional team.

In your new role you will:

- Own the **G2M strategy** for target **applications**, and lead their **global roll-out** to a cross-functional team
- Understand **use cases, architectures, ecosystems** and **technical requirements** for customer end products in these applications, at a global level
- Articulate **value proposition** of Infineon's IoT, Compute & Wireless offering for these applications
- **Grow market share** for Infineon's MCU, Wi-Fi and BT/BLE/802.15.4 products, by driving opportunities in collaboration with Product Lines and regional teams
- **Create and deploy technical marketing collaterals** (presentations, trainings, competitive analysis, webinars, demos) to Regional Marketing, Sales and FAE personnel
- Significantly contributes to **Infineon's offering definition** and **roadmap** (products, software, solutions, ecosystem partners, services)
- Deeply collaborate with product marketing teams on **pricing, technical requirements** for new products, and **new product introductions**

Profile

You are best equipped for this task if you have:

- 10+ years' experience in **semiconductors** (or relevant **IoT** industry) working with **microcontrollers** and **wireless** connectivity in **Product Marketing**, Technical Marketing, Application Engineering, FAE or Sales roles
- Knowledge of the **Home Appliances space**: customer base, standards, product opportunities and industry dynamics
- Experience **collaborating with Sales and Regional Marketing** to drive revenue and market share growth
- Ability to **acquire and apply in-depth knowledge** of evolving applications
- Experience in preparing and delivering **customer presentations** and **building relationships** with key customers, partners and distributors

At a glance

Location:

Job ID: **337389**

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: **337389**

www.infineon.com/jobs



- Excellent verbal and written **communication**
- **Strategic** thinking and attention to details
- Strong **organization** and **time-management** skills

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**.

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.

Cypress Semiconductor Corporation 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 on-boarding 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



Infiniteon or any of our affiliates.

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