



Machine Learning Technical Marketing Director

Job description

We are looking for the most innovative talent in the world to develop and define and deliver MCU-based Machine Learning (ML) solutions that solve the industry's toughest problems in the most effective ways. You will work alongside top-notch marketing and engineering teams, dedicated to delivering significant advantages in performance, power, security, and connectivity. You will hold a key and influential role in the evolution of the IoT and edge processing revolutions.

In your new role you will:

- **Develop and drive differentiated connected MCU-based solution business plans** with target markets, customers, applications, partners and relevant go-to-market strategies to deploy MCU-based (connected) ML solutions that matter for problems that matter
- Define and **drive development of whole hardware/software solutions** that are easy to use and leverage scalable ecosystems to support product development and growth with target customers of any size.
- Translate customer needs into use case and **technical requirements for R&D**
- Own and communicate a deep understanding of the **markets, customers and technical requirements to drive commercial success**
- Manage products throughout the **entire product lifecycle including strategic and tactical** activities such as product definition, promotion, collateral generation and customer support
- Collaborate with sales, **business development, engineering**, project management and corporate marketing teams to guide product execution, priorities and delivery
- Develop and deliver marketing content including competitive **positioning, product updates, sales trainings, webinars, whitepapers, etc.**
- Drive cross business line and **cross division cooperation** and alignment, development and deployment.
- Work closely with **global sales to engage customers** and design in MCU-based ML solutions
- **Periodic domestic and international travel required to our global sites and key customers in North America, Europe and Asia**

Profile

You are best equipped for this task if you have:

- **15+ years of experience in microcontroller** or microprocessor product marketing or engineering role

At a glance

Location: **Austin, TX (United States)**
Job ID: **339674**
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: **339674**
www.infineon.com/jobs



- **5+ years of ML focus**
- Proven track record of defining and delivering **successful products to market**
- Strong **focus on delivering results** to plan
- Ability to **engage customers at executive** and engineering levels
- Solid understanding and proven track record of **product marketing** and product definition processes
- Strong knowledge of **embedded systems, including software and tools**
- Strong understanding of **market and competition** for processors and connectivity solutions
- **Exceptional communication and presentation skills**
- Ability to motivate and excite people and influence customers and **internal stakeholders**
- Self-driving, **self-motivated, enthusiastic, dynamic**, adaptable, organized with attention to detail
- Master's/Bachelor's in **Electrical Engineering, Computer Science (or equivalent), MBA preferred**

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 onboarding 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



Infineon or any of our affiliates.

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