



Senior Manager Product Marketing - Wireless Infrastructure (f/m/div)*

Job description

Do you enjoy both, working with cutting edge technologies and having entrepreneurial freedom? Are you passionate about developing pricing strategies and managing products? Then this is your chance to join the Wireless Infrastructure product group at Infineon, either in Munich or Nijmegen, and create new business! As Senior Manager Product Marketing - Wireless Infrastructure for Infineon RF products, you will be part of a fast-growing team. In this role, you will have the opportunity to actively shape the product group and work together with Infineon's customers on applications that enable fully-connected societies. You will also get the chance to prove your analytic and strategic skills on an international level. Apply now!

In your new role you will:

- **Analyze markets and competitors down to product level** to turn application trends as well as customer requirements into product offerings
- **Work closely with key customers** and develop relationships to ensure long-term business success, which includes **frequent business trips**
- Collaborate closely with the Sales and Marketing teams worldwide and provide clear **guidance on our product positioning and pricing strategies**
- Take full **responsibility of the product family Revenue contribution**, and define with the team the product family strategy
- **Develop and execute clear go-to-market strategies** for Infineon's RF products to ensure continuous revenue growth and profitability as well as generate customer communication materials on our products and solutions used by our sales teams
- **Own the Product Roadmap** and drive its execution with the Engineering team
- Play a vital part in **the monthly revenue, volume and strategic capacity planning** and align these with Sales, Supply Chain Management and Finance
- **Head the alignment with Regional Marketing and Sales** in order to implement the global strategy

This position can be staffed either in Munich (Germany) or Nijmegen (Netherlands).

Profile

As Senior Manager Product Marketing - Wireless Infrastructure you act as an entrepreneur, focus on results and stay aware of costs at the same time. In addition, you are committed to create added value for the customer and Infineon, whereby your excellent communication skills help you to establish sustainable relationships and

At a glance

Location:	Nijmegen (Netherlands), Munich (Germany)
Job ID:	340633
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: **340633**
www.infineon.com/jobs

Contact

Jana Karger

Talent Attraction Manager



networks. You are also prepared to take risks consciously and manage them actively.

You are best equipped for this task if you have:

- A **degree in Electrical Engineering, Physics** or similar
- At least **6 years professional experience in marketing or business development** in semiconductors - RF Background is a plus
- Experience in **managing large customer projects**, preferably in the **telecommunication or wireless infrastructure domain**
- A solid **understanding of pricing methodologies, tactics, and markets** to ensure profitable, long-term business wins with customers
- An **analytical mindset to navigate complex situations** and solve challenging problems
- Are a **very good communicator** to master internal and external contacts with ease
- **Enjoy traveling** to our customers, partners or Infineon sites on a frequent basis
- Excellent **English** language skills, German would be a plus

Benefits

- **Munich:** 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; On-site creche and kindergarden with 120 spots, open until 6pm; Holiday child care; On-site social counselling and works doctor; Health promotion programs; On-site gym, jogging paths, beachvolleyball, tennis & soccer court; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement ; Performance bonus; Reduced price for public transport and very own S-Bahn station; 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.

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.

** 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.*

