



## Machine Learning Technical Marketing Director

### Job description

We are looking for the most innovative talent in the world to develop and define and deliver connected MCU solutions that solve the industry's toughest problems in the most effective ways. You will work along side 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 technical definition and drive differentiated MCU roadmap** and products through close collaboration with target customers and internal stakeholders
- **Develop connected MCU product definitions 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.
- **Responsible for right-fit product requirements, technical interface to R&D** and customers in creation phase
- **Define, assess and own Product Requirements (PRQs)** derived from Application Requirements and Stakeholder Requirements
- Support feasibility study and review concept / **product architecture**
- Support internal verification and **customer validation of prototypes**
- Provide and **review technical content** for product roadmap
- Provide training and handover to **Application Engineering**
- Drive cross division cooperation and alignment on key ML topics, development and deployment
- Collaborate with **sales, business development, engineering**, project management and corporate marketing teams to guide product execution, priorities and delivery
- Work closely with global sales to engage customers and design in **MCU-based solutions**
- Develop and **deliver marketing content including** competitive positioning, product updates, sales trainings, webinars, whitepapers, etc
- 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:

#### At a glance

Location: **Austin, TX (United States)**  
Job ID: **341457**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **341457**  
[www.infineon.com/jobs](https://www.infineon.com/jobs)



- **15+ years of experience in microcontroller or microprocessor** product marketing or engineering role
- 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 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 Infineon or any of our affiliates.

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