



## Senior Director OEM BD Greater China Automotive

### Job description

Greater China OEM BD Head, led a small size of team to Interact with car OEMs at different levels(incl top executive level and department level of decision makers) . Be the owner of OEM customers and drive various activities at OEM to achieve business outcome with different internal/external stakeholders. Drive and implement the OEM engagement strategy , incl. setup and manage the strategic cooperation with target OEMs ; drive and lead the directed buy or influence OEM sourcing strategy ; Be a trusted advisor to OEMs on semiconductor solutions as well as an intrapreneur for the customer to orchestrate cross-team engagements, activities to win not only business, but also customer's heart.

#### In your new role you will:

- Interact with car OEMs at different levels(incl top executive level and department level of decision makers) . Be the owner of OEM customers and drive various activities at OEM to achieve business outcome with different internal/external stakeholders. Drive and implement the OEM engagement strategy , incl. setup and manage the strategic cooperation with target OEMs ; drive and lead the directed buy or influence OEM sourcing strategy ; Be a trusted advisor to OEMs on semiconductor solutions as well as an intrapreneur for the customer to orchestrate cross-team engagements, activities to win not only business, but also customer's heart.
- Bridge OEM customers with Infineon's product-to-system automotive semiconductor solutions, winning opportunities and sockets directly at OEMs or through tier1 supply chain.
- Manage the relationship between target OEMs and Infineon ATV division, ensuring access to key decision makers within the OEM for both technical and commercial topics.
- Develop OEM strategy and orchestrate different levels of engagement with OEM by leveraging Infineon's automotive strength and position.
- Understand OEM organization, customer strategy as well as supply chain structure. Follow development plan of OEM platforms and car models.
- Develop innovative ways to form binding relationship with OEM customers. Establish and manage joint development projects with segment teams, disti, as well as Infineon preferred design houses.
- Build and manage a pipeline of business development opportunities with each OEM, ensure that this pipeline is communicated and supported across different stakeholders both at technical and commercial level.

### Profile

You are best equipped for this task if you have:

#### At a glance

Location: **Shanghai, (China)**  
Job ID: **341741**  
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: **341741**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



- 10+ years of experience in semiconductor industry or automotive industry.
- Excellent organizational skill to foster teamwork and interact/communicate with a diverse range of business functions, organizational levels and cultures.
- Excellent communication capability with listening comprehensive, including spoken and written fluency in English and Mandarin
- Collaborative work effort; a strong team player with speed, taking risks and driving to deliver results
- Proactive, self-driven person with strong problem-solving skills and strategic thinking

## Benefits

- **Shanghai,** : 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; Medical coverage; On-site social counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

## 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.

**Automotive (ATV) shapes the future of mobility with microelectronics enabling clean, safe, and smart cars –**

Our semiconductors are essential for supporting the automotive megatrends: electromobility, automated driving, connectivity, and advanced security. They link the real and the digital world, driving the ever-advancing pace of automotive digitalization. Infineon **ATV** is the number one semiconductor partner in the fast-changing automotive world, based on our system knowledge and our passion for innovation and quality.

[Click here](#) for more information about working at ATV with interesting employee and management insights and an overview with more #ATVDreamJobs.

