



Senior Manager Strategic Marketing Power Semiconductors (f/m/div)*

Job description

Are you a technology enthusiast with a keen sense for strategic business decisions? Are you an entrepreneurial thinker (f/m/div)* and would like to take a future-oriented business field forward with us? We are looking for a Senior Manager (f/m/div)* to manage business strategic issues in product marketing for the high power semiconductor market. These product applications include various future markets such as renewable energies (wind energy) or traction. The semiconductor market is growing. Grow with us and become a part of Infineon! We are looking forward to your application!

In your new role you will be responsible for the development of a successful business and product strategy for high power products in the business line Industrial Power Control and Bipolar within the [Division Industrial Power Control](#). You will manage key questions on product line and business line level, e.g. impact of changed market conditions to the High Power Business.

Furthermore you will:

- Own **key strategic product line and business line related topics** and be responsible for the **Bluebook Process** of the product line and **strategic implementation**
- Be in charge of all **Product Marketing programs** and manage the **collaboration of all product line global marketing functions** in the new framework of the Infineon's Marketing Management Roles & Responsibilities
- Drive **strategic projects**, e.g. assessment of potential competitors moves, product families and strategies
- Roll out **Marketing processes to Sales**
- Manage and control consistent **communication programs** for new product introduction and sales promotion
- Organize and execute **Workshops** with different **Regional Marketing Teams**

Profile

You have a strong entrepreneurial and commercial mindset. In your role you respect different attitudes and point of views and use the creative potential they offer. In close collaboration with internal and external stakeholders you demonstrate strong communication skills and know how to establish lasting relationships. While you have an excellent business sense and the ability to drive own ideas, you always stay open, flexible and focused on solutions with real added value.

At a glance

Location: **Warstein (Germany)**
Job ID: **342522**
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: **342522**
www.infineon.com/jobs

Contact

Johanna Junghoelter
Talent Attraction Manager



You are best equipped for this task if you have:

- A **degree** (master/diploma) in **Economics** with technical know-how, **Industrial Engineering, Business Engineering, Engineering or Science** with **Business Management** focus. PhD is a plus
- At **least seven+ years of professional work experience** in the semiconductor, energy and/or electronics industry in a strategic or marketing function
- Strong knowledge about **business dynamics** in **semiconductor industry**
- Open to **connect to Asian, European and American** culture
- **Excellent English and German** language skills

Benefits

- **Warstein:** 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; Holiday child care; On-site social counselling and works doctor; Health promotion programs; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement ; Performance bonus; Accessibility, 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.

– Industrial Power Control (IPC) empowers a world of unlimited energy –

Power semiconductors play a crucial role in increasing efficiency and reducing energy losses along the whole energy conversion chain.

As the global leader in power semiconductors, **Infineon IPC** delivers leading products and solutions for smart and efficient energy generation, transmission and consumption. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever they need it.

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

** 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.*

