



Senior Manager Product Marketing (f/m/div)*

Job description

You act initiatives and overcome new situations with creative solutions? You have a strong business savvy approach and would like to actively form the future of a growing product family in our Automotive Department? Then we have a great opportunity for you as Senior Manager Product Marketing were you are going to manage a portfolio of a high-volume selling system base chip.

In your new role you will:

- **Conceive and implement G2M strategies** for our growing OPTIREG SBC segment
- **Analyze relevant application/market trends** and derive strategic implications for your portfolio
- **Motivate and steer** cross-functional teams in favor of the targets you have set for the products under your responsibility
- **Be responsible for the whole product life cycle** and portfolio management
- **Define and communicate the value proposition** of your portfolio
- **Closely collaborate with various functions, like Business Intelligence**, Regional Marketing, Technical Marketing or Sales in order to ensure the success of your product portfolio
- **Own the pricing strategy and develop customer specific quotes and business case** calculations
- **Develop product volume and revenue forecasts** and monitor financial performance, contributing to the profitable growth of the product line
- **Motivate and steer cross-functional teams** in favor of the targets you have set for the products under your responsibility

Profile

You act as if Infineon were your own enterprise and always keep the bigger picture in mind. You anticipate even the future needs of customer and engage actively with the customer about these needs.

You are best equipped for this task if you have:

- A **degree in Electrical Engineering, Microelectronics , Business Administration** or similar
- **At least 6 years professional experience** in semiconductor related environment
- **Experience in global, multicultural environment**
- Very high individual **responsibility**

At a glance

Location:

Job ID: **343198**

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: **343198**
www.infineon.com/jobs

Contact

Daniel Lichtblau

Talent Attraction Manager



- Pronounced **marketing skills, preferably you have already worked with technical B2B products**
- A **positive** and **enthusiastic** attitude to interact successfully with internal and external stakeholders on all levels
- You are a real **team player contributing with both, marketing competency** and hands on support when needed
- **Fluent in English**, German would be a plus

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 micro-electronics enabling clean, safe and smart cars –

Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon ATV is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry.

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

** 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.*

