



Director Product Marketing & Management Cellular IoT

Job description

You enjoy working in an international, cross-functional setting and are eager to unfold your leadership skills in an innovative technology environment? As entrepreneurial thinker and creative problem solver, you like to drive things forward and have an agile mindset to cope with a dynamic and complex Ecosystem? If the answer is yes, you are the one we are looking for. As Head of Product Marketing within our Division CSS, you will take over global responsibility for the assigned products and lead a team of experts in the Cellular IoT Security Segment. As the market leader in the field of cellular IoT Security in Automotive and Industrial segments we develop not just hardware but complete solutions and services. You combine both Vision and Strategy to strengthen our position in the market and enable your team to an outstanding performance. Take your chance and apply now!

In your new role, you will:

- Be responsible for the **global product marketing activities for Cellular IoT security portfolio** (eSIM product line-up) & be **part of IoT Security Product Line leadership team**
- **Lead product marketing & management team** in activities related to strategy definition, product development, portfolio management and Go-to-Market implementation
- Develop global strategy for cellular IoT segment and make use of our **system understanding** and **turn application trends** as well as **customer requirements into product ideas** and additional services
- **Think strategically, coordinate and own product business case development, market introduction plans and G2M activities** by identifying key applications and defining product value propositions
- Drive **commercial synchronization** with our lead customers and partners
- Be responsible for **pricing strategy and implementation**

Profile

You are excited about business opportunities and the customer is your priority. With your way of being, you inspire and encourage your international team to succeed. You respect different attitudes and points of view and use the creative potential they offer. You connect people, cooperate empathically with your team members and foster their individual talents. With your passion and willingness to get things done, you are able to develop and implement innovative ideas. Moreover, you keep a cool head even if there are multiple different projects on your desk.

At a glance

Location:

Job ID: **344910**

Start date: **Jun 01, 2022**

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: **344910**
www.infineon.com/jobs

Contact

Katrin Weiß

Talent Attraction Manager



You are best equipped for those tasks if you have:

- A degree in **Business/Economics** or in **Electrical Engineering/Physics**
- At least **8 years of relevant marketing experience**
- Professional Experience in **leading and managing a team**
- Know-how in **semiconductor, security, secure element, or cellular connectivity** is a plus
- **A proactive, self-driven character with a strong entrepreneurial thinking and an outstanding business understanding**
- **Fluent English skills** – German or the willingness to learn it would be an additional 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.

–Connected Secure Systems (CSS) is at the heart of the IoT –

The **CSS** division provides end-to-end systems for a connected, secured world – building on trusted, game-changing microcontrollers as well as wireless and security solutions. CSS delivers microcontrollers plus Wi-Fi, Bluetooth® and combined connectivity solutions (known as connectivity combos) along with hardware-based security technologies to power the broadest application spectrum spanning consumer electronics, IoT devices, cloud security, IT equipment, home appliances, connected cars, credit and debit cards, electronic passports, ID cards, and more. The division is at the forefront of computing, wireless connectivity, and trusted technologies that are helping to securely connect the networked systems of today and tomorrow.

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

** 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.*

