



Senior Manager, Product Marketing

Job description

As the Automotive powertrain market is right now going through a significant transformation, with semiconductors being a key-enabler. We're looking for a Senior Product Marketing Manager with experience in Power Semiconductors to drive new business & growth opportunities for our electrification and powertrain business in the Americas. If interested apply today!

In your new role you will:

- Seek trends in the automotive powertrain and electric vehicle market focusing on inverter, On-board charger/DC-DC and Battery Management Systems applications.
- Understand customers' requirements, competitors' positioning and, develop use cases for our products.
- Turn the market requirements into valuable assets for product offerings and define the North American market strategy.
- Define new products, justify the business cases accordingly and once developed, launch the products into the market.
- Plan and implement holistic go-to-market strategy including positioning, pricing, market penetration, and market communication.
- Establish and maintain strong working relationships with key customers, FAEs and sales organizations.
- Generate sales collateral such as product presentations, competitor benchmarking, and fighting guides.
- Drive product promotion activities with relevant marketing channels.
- Develop and implement 5-year revenue plan for focus products.

Profile

You are best equipped for this task if you have:

- Bachelor's degree in Electrical Engineering, Computer Engineering, or a closely related field. MBA is a plus.
- 8+ years of experience in marketing semiconductor products.
- Knowledge of the Automotive industry and semiconductor devices such as Power Semiconductors, Mixed Signal ICs, and Microcontrollers.

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

At a glance

Location:

Job ID: **346010**

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: **346010**

www.infineon.com/jobs



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.

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.

Infineon Technologies Americas Corp. 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 onboarding 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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