



Director, Application Marketing

Job description

Join this exciting team and drive Infineon's success in Home Appliances. You will manage a global marketing team responsible for growing market share in target applications, as well as shaping the future of our microcontroller and wireless products.

In your new role you will:

- Be responsible for the **Home Appliances** market and adjacent applications, for Infineon's **IoT, Compute and Wireless** business
- Manage a global marketing team responsible for **Go-2-Market strategy and execution**, delivering market share growth for IFX microcontrollers and wireless connectivity
- Champion **cross-functional collaboration** and drive a global team toward success in your target market, across the full IFX portfolio
- Drive **top opportunities**, in collaboration with Product Lines and Regional Sales & Marketing teams
- Significantly contribute **Infineon's offering** (products, software, ecosystem partners, services), **strategy** and **financial forecast**
- Understand **use cases, architectures** and **requirements** for your target applications, leveraging input from customers and field teams
- Organize and drive translation of market knowledge into **product requirements**, effectively **collaborating with product owners** throughout the product life cycle

Profile

You are best equipped for this task if you have:

- 15+ years' experience in **semiconductors** working with **microcontrollers** and **wireless** connectivity, including roles in **Product Management** or **Product Marketing**
- Deep knowledge of the **Home Appliances space**: customer base, market trends, standards, product opportunities and industry dynamics
- Experience **leading a team** of professionals, across cultures and geographies
- Engineering background, with strong knowledge of **microcontrollers** and **embedded software**
- Solid understanding of **Wi-Fi, Bluetooth LE and 802.15.4** wireless technologies
- Proven ability to **lead cross-functional teams** in a matrix organization
- Excellent verbal and written **communication**
- **Strategic** thinking and attention to details

At a glance

Location: **San Jose, CA (United States)**
Job ID: **346129**
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: **346129**
www.infineon.com/jobs



- Strong **organization** and **time-management** skills

– **Connected Secure Systems (CSS) delivers security for the connected world** –

The Connected Secure Systems (CSS)

segment offers comprehensive systems for a secure, networked world with a portfolio built around reliable, trendsetting microcontrollers as well as wireless connectivity and security solutions. Over the past decades, CSS has developed microcontroller, Wi-Fi, Bluetooth and combined connectivity solutions (known as connectivity combos) and hardware-based security technologies. The products are used in a broad range of applications: from consumer electronics, IoT and home appliances to IT equipment, cloud security and networked cars all the way to credit and debit cards, electronic passports and IDs. With its leading technologies in the areas of computing, connectivity and security, CSS makes a decisive contribution to protecting today's and tomorrow's networked systems.

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

Benefits

- **San Jose, CA:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible Working Conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D) ; Short-term & Long-term Disability ; Employee Assistance Program (EAP) ; Health Promotion Programs ; Reduced Price for Public Transportation

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.

Cypress Semiconductor Corporation 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 on-boarding 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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