



## Manager Application Marketing System Solutions and Software (f/m/div)\*

### Job description

Do you want to be a part of the fast-growing semiconductor business? You strive to make this planet a greener place where sufficient energy is accessible to everyone? Is networking with clients and internal stakeholders around the world what you call the perfect challenge? With deep knowledge of hardware and software in one of the target applications home appliances, robotics, industrial automation or industrial power you turn ideas into projects! Join us as Manager Application Marketing System Solutions and Software and become part of an outstanding Team!

In your new role, you will:

- **Manage go-to-market activities for reference designs and software:** create marketing-collaterals including website content, newsletters and customer presentations, prepare and execute trainings, join trade-fairs and engage with customers to promote solutions.
- **Initiate reference design projects incl. software as project owner:** drive concrete hardware and software requirements with customers, internal stakeholders across Infineon and external partners, define suitable hardware and software licensing models, derive business justifications and prepare business gates.
- **Asses hardware and software content of target applications:** identify which Infineon semiconductors are a perfect fit, where software solutions can help to speed up design cycles and derive corresponding reference design ideas .
- **Run competition analysis on software for target applications:** analyze and overlook the competitive landscape, identify trends and derive forward-looking software features.

### Profile

You listen actively to the customers and consider their point of view, thoughts and ideas in order to balance their requirements and the interests of Infineon. Your communication skills are excellent, you are empathic and look for an active conversation and cooperation within internal and external core stakeholders and therefore build up long-lasting alliances and partnerships. You have the ability to understand and to deal with complex technical and commercial topics. In complex situations you remain aware of the big picture and take decisions despite uncertain circumstances.

You are best equipped for those tasks if you have:

- A degree in **informatics, electrical engineering, industrial engineering** or similar

### At a glance

Location: **Munich (Germany)**  
Job ID: **347451**  
Start date: **Sep 01, 2022**  
Entry level: **3-5 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: **347451**  
[www.infineon.com/jobs](https://www.infineon.com/jobs)

### Contact

**Katrin Weiß**  
Talent Attraction Manager



- At least **5 years professional experience in semiconductor industry**, ideally in the field of **Field Application Engineering, product management or marketing**
- Experience in **dealing with complex systems incl. hardware and software**
- **Know How** in one of the following fields: **home appliances, robotics, industrial automation, industrial power electronics**
- A good understanding of **the role of software in industrial applications**
- **Strong communication & presentation skills in English language**, German is a plus

## Benefits

- **Munich:** 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; On-site creche and kindergarden with 120 spots, open until 6pm; Holiday child care; On-site social counselling and works doctor; Health promotion programs; On-site gym, jogging paths, beachvolleyball, tennis & soccer court; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement ; Performance bonus; Reduced price for public transport and very own S-Bahn station; Access for wheelchairs

## Why Us

**Part of your life. Part of tomorrow.**

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

**– Industrial Power Control (IPC) empowers a world of unlimited green 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 pioneering products, solutions and services for smart and efficient energy generation, transmission, storage, and use. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever it is needed. [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.*

