



Senior Manager Field Application Engineering

Job description

As the Technical Marketing Head of CSS SMD GC Taiwan, collaboratively with the (functional) segment head(s), designs, executes and controls all activities of the technical community in CSS SMD GC Taiwan to fulfill the design in / design win objectives and maximize the future business for CSS products and cross-division products in the Taiwan territory, across all sales channels and according to the business development programs agreed with management.

In your new role you will:

- **Strategy:** Definition and monitoring of design in goals derived from the segment goals and Taiwan territory goals. Definition, implementation and monitoring of appropriate business opportunity strategy and customer portfolio to achieve the targeted goals and maximize Infineon's future business. Feedback to CSS Division and Infineon HQ on demands and requirements from markets and customers. Represents the regional unit at the Division / HQ for all issues related to customer requirements to the product lines assigned to the segments and territory.
- **Operations:** Identify the projects with high sales growth potential and assign the organization demand creation resources / competencies to maximize design wins, securing the involvement / support of the relevant Division / HQ departments. Appoint SAEs / FAEs to all qualified projects. Set priorities in agreement with management. Monitor and manage the demand creation activities / projects through internal and customers reviews.
- **Management and Leadership:**
 1. **Technical leadership** – being the technical expert and go-to person in the specialized products / technologies / applications.
 2. **Team developer and coach** – leading, developing, and coaching the team, technically and behaviorally; acting as a role model.
 3. **Team player** – being closely connected with key stakeholders and peers, including Division / PL, global engineering teams, SMD marketing/sales, DEM, local management; ensuring the collaboration smoothness, efficiency and effectiveness. Leveraging the global teams expertise to boost GC demand creation.
 4. **Communicator, organizer, and implementer** – being the communication hub and organizing tasks/projects from the Technical Marketing perspective in Taiwan; implementing the Taiwan strategy from the Technical Marketing perspective.

Profile

You are best equipped for this task if you have:

At a glance

Location:

Job ID: **347952**

Start date: **as soon as possible**

Entry level: **5+ years**

Type: **Full time**

Contract: **Permanent**

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- Bachelor above degree in electronic/electrical engineering
- 8+ years of work experience in (field) application engineering or R&D, in IoT related industries, with MCU, security, and wireless connectivity product focuses.
- 3+ years of team manager experience, with a passion to develop and coach the team. - Both Chinese Mandarin and English proficiency as the working language.
- Passion working with customers, driving demand creation / design win, and creating profit.
- Comfort and success experience working in a matrix organization.

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.

