



Product Owner Personalization (f/m/div)*

Job description

Your role as Product Owner is crucial for us! You are the interface between SMT stakeholders, IT and vendors: You define the next feature that should be implemented as well as translate business requirements of the current projects into actionable stories. Will you be our next Product Owner (f/m/div)*? We are looking forward to receiving your application!

In your new role your tasks include:

Driving the successful implementation of automated personalization activities as your first focus. With your product we offer variations to each visitor based on their individual customer profile, in order to personalize content and drive lift. You ensure to **convey the benefits** but also the requirements for a **successful personalization into the organization**, you **measure the performance** and **drive continuous improvement** targeting the ideal **user experience**.

Therefore, you have a **clear vision of your product** and the potential it can bring to our users, to the organization and to our **digital transformation**. You partner with our stakeholders, SMT teams and IT, analyze the data of different sources and **derive a clear roadmap**. You are our **stakeholders' advocate** in development projects.

As Product Owner you are the main person keeping our stakeholders involved and updated. You work closely with our users and stakeholders to **understand customer needs and behavior, business goals and market opportunities** and derive the product backlog.

Furthermore, you are **accountable to maximize the value and impact** of aligned **Personalization Strategy** as well as for an **effective Product Backlog management** which includes:

- Developing and explicitly communicating the Product Goal and Benefits
- Creating and clearly communicating Product Backlog items and prioritizing those
- Ensuring that the Product Backlog is transparent, visible and understood by the development team and by our stakeholders

Profile

You describe yourself as an individual who remains aware of the big picture even in complex situations and takes decisions despite uncertain circumstances. Also, you actively look for the ideal solution and engage in professional debates with the relevant people, instead of accepting rash compromises.

You are best equipped for this task if you:

At a glance

Location:

Job ID: **349405**

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:

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Contact

Vivian Dudek

Talent Attraction Manager



- Have **5+ years** with related work experience **setting up, launching and improving Personalization campaigns** (preferably working in an agile organization setup)
 - thereof 4 years of **leading products and/or projects** with significant risk and impact
- Have experience in **designing personalization models** and know the related infrastructure
- Acted as a **formal tutor or mentor** within your organization
- Enjoy **solving complex problems** and being in the **driving seat** to find the right solution within a team
- **Exercise judgment** based on the analysis of multiple sources of information
- Identify and manage changes on **cross-divisional level** and **adapt products approach** if necessary
- Continuously **focus on project quality, assess progress** and ensure that goals are met even in the face of challenges
- Drive **digital transformation**

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.

** 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.*

