



Product Marketing Manager ASICs (f/m/div)*

Job description

You enjoy working in cross-functional teams and driving global product management support to the next level? Are you able to establish new relationships and to collaborate across boundaries? We are looking for a Product Marketing Manager ASICs. In this role, you will become the interface between the customer and various internal stakeholders in a product marketing role. Thereby, you will be both: central contact for ongoing operations and initiator of new developments.

In your new role you will:

- **Support project manager and project owner globally in a product marketing role** during new product developments of customer specific products (ASICs)
- Act as **central point of contact for internal stakeholders** (e.g. product marketing, project managers, finance, logistics, pricing office and operations)
- Be **responsible for product life cycle management** and contribute to product pricing strategy
- **Organize and moderate planning meetings with product marketing, logistics and controlling**
- Implement **communication programs and support** in the creation of promotion material to advertise ASIC design services via different channels
- Conduct **market and business analysis** to develop an understanding of focus markets, ASIC applications and customers
- Be **responsible for process definition and implementation of requirements** in alignment with internal processes

Profile

You recognize opportunities and have a good sense for profitable business ideas. Thereby, you find useful ways to reach set targets and work out difficult situations through creative solutions. Also, you are personally committed to your customers and actively engage with them about their needs.

You are best equipped for those tasks if you have:

- A **degree in electrical engineering, economics or a comparable qualification** with relevant professional experience
- **At least 5 years of professional experience in Product Management or Product Marketing**, ideally in the semiconductor industry
- Ability to **work in a fast-paced environment**
- Good **communication skills and multitasking capability**

At a glance

Location: **Munich (Germany)**
Job ID: **349892**
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: **349892**
www.infineon.com/jobs

Contact

Julie Danielsen Larsen
Talent Attraction Manager



- Willingness to **travel up to 10%** of your work time
- **Excellent English and German language skills** in verbal and written communication

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.

– Power & Sensor Systems (PSS) drives leading-edge power management, sensing, and data transfer capabilities –

Infineon **PSS** semiconductors are enabling intelligent power management, smart sensitivity, and fast, reliable data processing in an increasingly digitalized world. Our state-of-the-art power and connectivity devices make chargers, servers, mainboards, power tools, and lighting systems smarter, smaller, lighter, and more energy-efficient. In addition, our trusted sensors give things an intuitive sensing capability to make them contextually aware, and our RF chips support fast and reliable data communications.

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

** 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.*

