



## Director Application Marketing Management Photovoltaic (f/m/div)\*

### Job description

Are you passionate about photovoltaic and power electronics? You think like an entrepreneur, enjoy working independently and like to drive things forward? You combine business management, marketing and application expertise to make entrepreneurial decisions and strategically drive business forward? As Director Application Marketing Management Photovoltaic, you create engaging customer relationships and drive global photovoltaic application marketing activities develop the Go-to-Market photovoltaic application strategy! Sounds interesting? Take the chance and apply now!

In your new role you will:

- **Take business responsibility with regards to photovoltaic application segment**
- **Create understanding of the photovoltaic market and trends** as well as **customer needs** by building strategic relationships with our customers, partners and international colleagues
- **Development of photovoltaic application value propositions**
- **Influence the application and system roadmap** which determines the technology and product roadmap
- **Define, drive and deploy** the entire **Go-to-Market strategy**
- **Support sales and business development activities at application level**

### Profile

You put the customer at the heart of your thoughts and actions, demonstrate excellent communication skills and know how to establish sustainable relationships and networks. As business savvy character and with passion to go beyond existing business, you recognize profitable and strategic business opportunities and take the lead when it is necessary to drive things forward. With your hands-on mentality and creativity, you inspire your team members to succeed while never losing sight of pragmatism and the big picture.

You are best equipped for this task if you have:

- A **degree in Electrical Engineering, Physics** or a related technical field
- **At least 8 years of relevant work experience within photovoltaic or power electronics industry in an Application or Marketing role**
- **Profound expertise in the fields of marketing, engineering and business management roles** of progressively greater scopes and responsibilities

### At a glance

Location:	<b>Munich (Germany), Warstein (Germany)</b>
Job ID:	<b>349945</b>
Start date:	<b>Sep 01, 2022</b>
Entry level:	<b>5+ years</b>
Type:	<b>Full time</b>
Contract:	<b>Permanent</b>

Apply to this position online by following the URL and entering the Job ID in our job search:

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### Contact

**Katharina Niedermeier**  
Team Lead Talent Attraction



- **Deep photovoltaic application and power semiconductor understanding as well as their value drivers**
- **Strong and established network with key players** in the **photovoltaic or industrial power electronics industry**
- **Excellent presentation and communication skills** (towards customers but also internally towards colleagues and top management)
- **Business fluent English skills**, German as 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
- **Warstein:** 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; Holiday child care; On-site social counselling and works doctor; Health promotion programs; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement ; Performance bonus; Accessibility, 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 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 leading products and solutions for smart and efficient energy generation, transmission and consumption. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever they need it.

[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.*

