



## Senior Product Marketing Manager – Industrial Power Control EMEA (f/m/div)\*

### Job description

Are you looking for a new challenge in an innovative semiconductor environment and passionate about industrial power electronics? You think like an entrepreneur, enjoy working independently and like to drive things forward? You put the customer at the heart of your thoughts and actions – internally and externally. In your role as a Senior Product Marketing Manager – Industrial Power Control EMEA, you manage the go-to-market activities for the respective product families (High Power Modules and Bipolar Modules and Discs) in EMEA to direct and distribution customers in EMEA. You will be responsible for ensuring design-wins together with our sales teams as well as for providing guidance on market development.

In your new role you will:

- Adapt and deploy **regional market introduction plans** and manage **regional Go to Market activities on product level**
- **Ensure design-wins together with sales and business development activities** on product level including commercial synchronization High Power Modules (HPM) and Bipolar Modules and Discs (BIP)
- **Deploy and adjust operative pricing guidelines / corridor** on product level in the region and **manage quoting for products**
- **Provide input for products from a regional perspective** for market and competitor insights, value proposition, business case creation, positioning, pricing and product roadmap
- Capture **regional product requirements** and support the **development of new product ideas**
- **Develop a regional product plan** for five years and **monitor annual financial performance**

### 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. Moreover, you put internal and external customers at the heart of your thoughts and actions while pro-actively engaging with them about their needs.

Beyond, you are best equipped for those tasks if you have:

- A **degree in Electrical Engineering, Industrial Engineering, Power Electronics** or similar

### At a glance

Location: **Munich (Germany)**  
Job ID: **350236**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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### Contact

**Alina Seifried**  
Team Lead Talent Attraction



- At **least 6 years of professional experience** in product marketing, product management, business development or application engineering within the semiconductor industry
- **Background in Industrial Power Electronics** is a strong plus
- Strong **communication skills**
- **Ability to tap the full potential of digital marketing activities** as a digital native to maximize the customer reach
- **Willingness to travel** within EMEA
- **Fluent in English and German**

## 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 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.*

