



Director, Application Marketing

Job description

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In your new role you will:

- Responsible for deploying global G2M (Go To Market) strategy to the region and managing G2M activities to enable Sales to capture maximum design win BOM (Bill Of Material) share at maximum value based mark up prices.
- Adapts & deploys global G2M strategy for the region, manages regional G2M activities on application level and feedback on customer / market acceptance of IFX (Infineon) solution offering.
- Ensures design-wins by supporting Sales and business development activities on application level.
- Deploys and adjusts operative pricing guidelines / corridor on application level in the region.
- Manages quoting for IFX offering outside of pricing office limits in the region to capture value based mark up from an application value proposition.
- Provides information regarding regional market including pricing to be considered in the global G2M strategy.
- Provides guidance regarding regional market outlook and regional revenue forecast of IFX offering on application level (in commercialization phase) tied to regional application G2M strategy.
- Reporting into Segment Head or Regional Marketing Head in Smaller RCs (Regional Center)GG15+.
- Business critical applications for the region with impact on BL (Business Line) level or cross BL / DIV(Division).
- Full management of operational tasks.
- Contributes to allocation decisions.
- Regional scope.

Profile

You are best equipped for this task if you have:

- Specialist knowledge and skills, as these are usually acquired through a relevant vocational training (3+ years) and a particularly extensive subject-specific additional qualification. The same applies to knowledge and abilities, which were acquired by a relevant completed study with a duration of 4 years and subject-specific additional qualification or by a relevant completed study (+4 years).

At a glance

Location: **Beijing, (China)**
Job ID: **350594**
Start date: **as soon as possible**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Job ID: **350594**
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- The total knowledge and skills can also be acquired in other ways.
- 12+ years relevant working experience.

Benefits

- **Beijing,** : 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; Medical coverage; On-site social counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

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.

