



Director, Product Marketing - Power Stages

Job description

You are a seasoned marketing and product development professional with at least 6+ years of experience within semiconductor including Power Management ICs. Your strong leadership and communication skills lends well to successfully engaging with internal colleagues across the globe, while providing market guidance to the engineering teams and setting the vision and strategy for the development teams. In this role, the focus is on high-growth Computing segment and you will drive Power Stage roadmap and business strategy for sustained revenue growth. This includes working closely with key customers and developing business relationships to ensure long-term success.

In your new role you will:

- Focus on **high-growth Computing segment** and drive **Power Stage roadmap** and **business strategy** for sustained revenue growth
- Proactively **track market trends** and drive product roadmap based on evolving customer expectations and market needs
- **Manage customer escalations** related to technical issues, supply and pricing
- Assist with market models and **generate framework for business case development tools**
- **Provide market guidance** to the Engineering team to develop right-fit products in a timely manner that address evolving customer expectations and market needs
- Work closely with the internal teams across the globe to **ensure smooth transition from development phase to mass production as products get released**
- Generate crisp **customer communication materials** on our products and solutions for our Sales teams
- Develop clear **go-to-market (G2M) strategies** to ensure continuous **revenue growth and market diversification**
- Work closely with **key customers and develop relationships** to ensure long-term business success
- Work closely with the Sales & Marketing teams worldwide and provide clear guidance on our **product positioning & pricing strategies**
- Go-to-market collateral deployment (fighting guides, market introduction, etc.)
- **Drive product developments** as a "Owner" and provide right guidance to the development team on **product definition** based on market expectations and requirements
- Travel 25% of the time to collaborate with internal teams and customer engagements within US

At a glance

Location: **Milpitas, CA (United States)**
Job ID: **351876**
Start date: **Sep 06, 2022**
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: **351876**
www.infineon.com/jobs

Profile



You are a highly motivated leader with strong sense of ownership and can-do attitude.
You are proactive in setting the vision and strategy for the team.

You are best equipped for this task if you have:

- **BSEE/MSEE** or equivalent, Business degree is a plus
- **6+ years in semiconductor related technical/marketing/application roles in Power Management ICs**
- Solid understanding of **pricing methodologies & tactics** to ensure profitable, long-term business wins with customers
- **Strong leadership skills** and proactive attitude in **setting the vision and strategy** for the Development Teams
- Excellent communication skills

Infineon **Power & Sensor Systems (PSS)** semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world.

Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication.

– We drive leading-edge power management, sensing and data transfer capabilities –

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

Benefits

- **Milpitas, CA:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible working conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D); Short-term & Long-term Disability; Employee Assistance Program (EAP); Health Promotion Programs; Reduced Price for Public Transportation

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.

Infineon Technologies Americas Corp. is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, childbirth, or related medical conditions), gender identity, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition, family care status, military or veteran status, marital status, domestic partner status, sexual orientation, or any other basis protected by local, state, or federal laws. Applicants with questions about access or requiring a reasonable accommodation for any part of the application or hiring process should contact the Talent Network by phone at (408) 503-2194.

Employment at Infineon is contingent upon proof of your legal right to work in the United States under applicable law, verification of satisfactory references and



successful completion of a background check and drug test, and signing all your on-boarding documents .

In some instances, if applicable, U.S. export control laws require that Infineon obtain a U.S. government export license prior to releasing technologies to certain persons. This offer is contingent upon Infineon's ability to satisfy these export control laws as related to your employment and anticipated job activities. The decision whether or not to submit and/or pursue an export license to satisfy this contingency, if applicable, shall be at Infineon's sole discretion.

IMPORTANT NOTICE:

Infineon is requiring all new U.S. employees and contractors to be fully vaccinated against COVID-19. Full vaccination is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. Anyone unable to be vaccinated, either because of a sincerely held religious belief or a medical condition or disability that prevents them from being vaccinated, can request a reasonable accommodation.

Infineon Technologies takes data privacy and identity theft very seriously. As such, we do not request personally-identifiable information (PII) from applicants over the internet or electronically. Please kindly refrain from disclosing your PII electronically during the application process or to unauthorized websites that may purport to be Infineon or any of our affiliates.

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