



## Director Marketing

### Job description

#### In your new role you will:

- Driving the growth strategy in focused applications such as Major Home Appliances;
- Ownership for the regional application roadmap and DW for MCU product line;
- Contribution to global application/ product roadmap definition/Value Prop and provide region inputs for global application team and PLs;
- Identify new emerging application and assess business model for focused applications;
- Provide Market, customer, competitor insights from regional perspective.

### Profile

#### You are best equipped for this task if you have:

- Good level of knowledge and skills for relevant products on MCU;
- Familiar with relevant ODMs and OEMs in Major Home appliance segment and ecosystems;
- Connectivity and security experience would be a plus;
- Fluent English skills and good at communications;
- 10+ years relevant working experience.

### Benefits

- **Shanghai, :** 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

#### At a glance

Location: **Shanghai, (China)**  
Job ID: **352313**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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