



## Director, Application Marketing

### Job description

Join an exciting team to own IoT, Compute & Wireless Strategy and Go-2-Market for key applications in the Media, Gaming, & Compute market segment. You will develop a deep understanding of the market, define and execute global marketing strategies, build growth plans in collaboration with product lines and regional teams, and lead their roll out to a global, cross-functional team

#### In your new role you will:

- Own the G2M strategy for selected applications in the Media, Gaming, & Compute segment, and lead their global roll-out to a cross-functional team
- Drive engagement strategy and portfolio value positioning for top OEM's worldwide for the Media, Gaming, and Compute segment
- Understand use cases, architectures, ecosystems and technical requirements for customer end products in these applications, at a global level
- Articulate value proposition of Infineon's IoT, Compute & Wireless offering for these applications
- Grow market share for Infineon's MCU, Wi-Fi and BT/BLE/802.15.4 products, in collaboration with product lines, regional marketing and sales teams
- Create and deploy technical marketing collaterals (presentations, trainings, competitive analysis, webinars, demos) to Marketing, Sales and FAE personnel
- Significantly contribute to Infineon's offering definition and roadmap (products, software, solutions, ecosystem partners, services)
- Deeply collaborate with product marketing teams on pricing, technical requirements for new products, and new product introductions

### Profile

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

- 7+ years' experience in **semiconductors (or relevant IoT industry)** working with **microcontrollers** and **wireless connectivity** in **Product Marketing**, Technical Marketing, Application Engineering, FAE or Sales roles
- Proven ability to lead and work in cross-functional teams in a matrix organization
- Experience collaborating with Sales and Regional Marketing to drive revenue and market share growth
- Ability to acquire and apply in-depth knowledge of assigned territory, market trends, competition, product opportunities, distribution and industry dynamics

### At a glance

Location: **Austin, TX (United States)**  
Job ID: **352830**  
Start date: **as soon as possible**  
Entry level: **3-5 years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **352830**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



- Experience in preparing and delivering customer presentations and forming strategic relationships with key customers, partners and distributors
- Excellent verbal and written communication
- Strategic thinking and attention to details
- Strong organization and time-management skills

**The Connected Secure Systems (CSS)** segment offers comprehensive systems for a secure, networked world with a portfolio built around reliable, trendsetting microcontrollers as well as wireless connectivity and security solutions. Over the past decades, CSS has developed microcontroller, Wi-Fi, Bluetooth and combined connectivity solutions (known as connectivity combos) and hardware-based security technologies. The products are used in a broad range of applications: from consumer electronics, IoT and home appliances to IT equipment, cloud security and networked cars all the way to credit and debit cards, electronic passports and IDs. With its leading technologies in the areas of computing, connectivity and security, CSS makes a decisive contribution to protecting today's and tomorrow's networked systems.

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

## Why Us

**Part of your life. Part of tomorrow.**

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

*Cypress Semiconductor Corporation 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 onboarding 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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