



Product Marketing Manager Automotive LED (f/m /div)*

Job description

You look for a demanding task in a dynamic environment with a huge variety of business interfaces? Then join as Product Marketing Manager within Infineon's Automotive division. Together with our R&D and Application engineering you will generate new product ideas and guide our global customers through the entire product development process. Take the next step in your career and apply!

In your new role you will:

- **Be responsible for Product Management** (Pricing, Planning, Go2Market) for selected product families
- **Promote the system value** of our products and **use digital channels** (like LinkedIn, YouTube or Infineon Website) to create **customer touch points**
- **Collaborate** with Infineon's Market Communication and Digital Demand Generation teams to **position your product portfolio** at leading industry fairs, promotion events and in the relevant distribution channels
- **Coordinate** the Product Line overall **demand planning activities**
- **Develop a successful business and product strategy** for Automotive LED drivers
- **Quickly capture, analyze and understand relevant product and market requirements** as well as competitive trends
- **Drive the development of product ideas to successful products** with a competitive value proposition in close cooperation with technical marketing and R&D
- **Be engaged in the whole product creation cycle** from product idea, through specification definition, business case preparation, tracking of project activities and generation of launch plans
- **Be part of a global interdisciplinary expert team** consisting of application engineering, product development, quality, finance, sales and regional marketing

Profile

You cooperate across boundaries and put the team's results above your own interests. At the same time, you have the courage to express controversial opinions. You have an entrepreneurial mindset and act as if responsible for the benefits of the company as a whole. With enthusiasm you anticipate even the future needs of customers and engage actively with the customer about these needs.

You are best equipped for this task if you have:

At a glance

Location: **Munich (Germany)**
Job ID: **354750**
Start date: **as soon as possible**
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: **354750**
www.infineon.com/jobs

Contact

Daniel Lichtblau
Talent Attraction Manager



- A **degree in Engineering** with knowledge in **Business Administration/Marketing** or a degree in **Business Administration with appropriate technical know-how**
- At least 5 years of **relevant work experience in B2B product marketing, sales or (field) application engineering**, ideally in a multinational high-tech company
- Strong **methodical and analytical skills** to develop price settings, business cases and roadmaps
- The **ability to understand, summarize and present** technically complex contexts
- Excellent **English communication and presentation skills**, with German as a big plus
- The flexibility and **willingness to travel**

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.

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Automotive (ATV) shapes the future of mobility with micro-electronics enabling clean, safe and smart cars –

Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon ATV is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry.

** 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.*

