



Product Marketing Manager Isolation ICs (f/m/div)*

Job description

You enjoy working in cross-functional teams and driving global product marketing to the next level? We are looking for a Product Marketing Manager Isolation ICs. In this role, you will become the interface between the customer and various internal stakeholders in a product marketing role. You are defining the next generation of isolated products like GateDrivers & Digital Isolators and are working on the edge of wide bandgap technologies (e.g. GaN). Thereby, you will be both: central contact for ongoing operations and initiator of new developments. The position can be filled either in Munich or Villach (Austria).

In your new role you will:

- Act as **central point of contact for internal stakeholders** (e.g. product management, project managers, finance, logistics, pricing office and operations)
- Drive lead customer engagements together with sales
- **Generate and develop product ideas** as part of a continuous product road-mapping process
- **Capture product requirements** and define the value proposition for the products
- Define the **Go-to-Market strategy** and market introduction plan
- **Organize and moderate planning meetings** with product marketing, logistics and controlling

Profile

You recognize opportunities and have a good sense for profitable business ideas. Thereby, you find useful ways to reach set targets and work out difficult situations through creative solutions. Also, you are personally committed to your customers and actively engage with them about their needs.

You are best equipped for this task if you have:

- A **degree in Business Administration, Marketing or a technical degree**
- At least **5 years of professional experience in Product Management or Product Marketing**, ideally in the semiconductor industry
- Experience in the area of Isolation ICs is a big plus
- A positive, enthusiastic and self-driven attitude to **interact successfully with internal and external stakeholders** on a global level
- You are a real **team player** contributing with both marketing competency and hands-on support when needed

At a glance

Location: **Munich (Germany)**
Job ID: **355158**
Start date: **Sep 01, 2022**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Contact

Rebekka Kohnle
Talent Attraction Manager



- **Excellent English language skills** in verbal and written communication, German is considered as a nice to have

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.

– Power & Sensor Systems (PSS) drives leading-edge power management, sensing, and data transfer capabilities –

Infineon **PSS** semiconductors are enabling intelligent power management, smart sensitivity, and fast, reliable data processing in an increasingly digitalized world. Our state-of-the-art power and connectivity devices make chargers, servers, mainboards, power tools, and lighting systems smarter, smaller, lighter, and more energy-efficient. In addition, our trusted sensors give things an intuitive sensing capability to make them contextually aware, and our RF chips support fast and reliable data communications.

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** 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.*

