



Senior Manager Software Strategy and Marketing (f/m/div)*

Job description

You not just want to jump on the bandwagon but be the one to do the first steps? You strive to make life easier, better and greener? Is networking with internal and external stakeholders around the world what you call the perfect challenge? As Senior Manager Software Strategy and Marketing you can shape the future of IPC ISD by driving innovative ideas for industrial applications and home appliances of tomorrow. Take your chance and be part of an outstanding team!

In your new role, you will:

- **Identify software trends & value drivers** in industrial automation, drives, emerging power applications and home appliances from the perspective of Infineon's customers
- **Expand features & functions of existing hardware by exploring innovative software solutions from prototype to production**
- **Understand the competitive landscape** of software offers, tools and ecosystems for the respective applications
- **Create and own a software roadmap** by defining **value propositions, features, timeline and execution approaches** in constant interaction with internal stakeholders and customers

Profile

You listen actively to the customers and consider their point of view, thoughts and ideas in order to balance their requirements and the interests of Infineon. Your communication skills are excellent, you are empathic and look for an active conversation and cooperation within internal and external stakeholders and therefore build up long-lasting alliances and partnerships. You have the ability to understand and to deal with complex technical and commercial topics. In complex situations you remain aware of the big picture and take decisions despite uncertain circumstances.

You are best equipped for those tasks if you have:

- **A degree in computer science, electrical engineering, industrial engineering** or similar
- **At least 6 years professional experience** in the area of industrial automation, drives, power control or home appliances
- **A background in marketing, product management, development** or support with a **significant software content** in at least one of the afore mentioned applications

At a glance

Location: **Munich (Germany)**
Job ID: **355903**
Start date: **Sep 01, 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: **355903**
www.infineon.com/jobs

Contact

Katrin Weiß
Talent Attraction Manager



- **Domain expertise with key customers** in the field of at least one of the afore mentioned applications and ideally existing relevant customer network
- **Excellent Communication skills in English**, German is a plus

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.

– Industrial Power Control (IPC) empowers a world of unlimited green energy –

Power semiconductors play a crucial role in increasing efficiency and reducing energy losses along the whole energy conversion chain.

As the global leader in power semiconductors, Infineon **IPC** delivers pioneering products, solutions and services for smart and efficient energy generation, transmission, storage, and use. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever it is needed.

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

** 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.*

