



## 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

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Location:

Job ID: **355903**

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. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **355903**

[www.infineon.com/jobs](http://www.infineon.com/jobs)

### Contact

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**Katrin Weiß**

Talent Attraction Manager



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

## 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.*

