



Product Marketing Manager for Automotive Wide Band Gap MOSFETs (f/m/div)*

Job description

You are an entrepreneurial thinker, creative problem solver and like to drive things forward? You combine technical and business know-how with marketing knowledge? You feel attracted by new ways and novel solutions and want to make a real impact? Become part of our success story! At Infineon we have the size, the competence and the faith in innovation to shape the power semiconductor industry.

In your new job you will:

- **Drive, define and ensure execution** of the future automotive segment **product roadmap**
- **Manage and develop a business strategy** for the product portfolio to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- **Act as project owner for R&D projects** and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- **Intensively collaborate** with Application Engineering, R&D, Quality, Operations, among others
- **Analyze the market to gain an extensive understanding** of the business environment of target Automotive applications, including trends, end customer needs and benchmarking competition
- **Engage and build strategic relationships** with key customers
- **Intensively collaborate with worldwide sales** and R&D departments in order to maintain our leading market position
- **Take the overall responsibility for product launches**, by coordinating the development of demonstrators and the creation of promotional and training material for a wide internal and external audience, from key customers to tradeshow, clearly communicating the value proposition
- **Represent the Product Line** to internal and external partners worldwide

Profile

You bring in expertise of the automotive power semiconductors market and including relevant technical understanding. You are a proactive, self-driven character striving to get things done. You enjoy working in a complex, demanding field of work, are flexible and work well under stress. As an empathic marketing person and business developer, you recognize profitable and strategic business opportunities and realize them thanks to strong decision-making and managerial skills, even in uncertain situations. You are

At a glance

Location: **Villach (Austria)**
Job ID: **358045**
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: **358045**
www.infineon.com/jobs

Contact

Melanie Happerger, MSc
Talent Attraction Manager



able to think and act on a strategic and tactical level. As a strong team player you furthermore show an open and convincing personality.

You are best equipped for this task if you have:

- **A university master degree in electrical engineering**, microelectronics or economics similar with a strong familiarity of the semiconductor environment
- **Previous solid experience with GaN/WBG technologies**, including Gate Driver ICs
- **5+ years of experience** in Automotive product marketing, business development or application engineering related tasks with a strong emphasis on roadmap execution, winning projects and driving revenue
- **Experience in marketing** not only at product level, but also at system level
- **A proven track record for achieving sustainable results** in dynamic markets, from business idea executed to revenue stream
- **Strong team player mindset** with high energy level and international networking skills
- **Willingness to travel**
- **Excellent English communication and presentation skills**, with German skills or willingness to learn it as a plus

This position is subject to the collective agreement for workers and employees in the electrical and electronics industry, employment group H (<https://www.feei.at/wp-content/uploads/2022/05/minimum-salaries-white-collar-workers-2022.pdf>). A higher payment is negotiable depending on your expertise and skills. Furthermore, Infineon offers additional employee benefits

Benefits

- **Villach:** 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; Child care in Villach & Klagenfurt; On-site social counselling and works doctor; Health promotion programs; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement; Performance bonus; Accessibility, access for wheelchairs

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.

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

Infineon **PSS** semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world. Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication.

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

At **Infineon in Villach** you shape the technologies of tomorrow and work in an



international environment with more than 3700 colleagues from over 65 nations. Your personal contribution will be valued and appreciated as the cornerstones of our success. And all that in beautiful surroundings which guarantee a high quality of life.

The **City of Villach** is located in the center of Carinthia, Austria's southernmost province, in close proximity to the Italian and Slovenian border. Living in Austria has many social, health-care-related and economic perks. The country's social and health care system is among the best in the world and for decades numerous international surveys have singled out Austria as a particularly safe and wealthy country with a high quality of life. Villach itself benefits from its status as a "small town", offering everyday living at affordable prices in an outstanding setting.

Find out what you like most about Villach and join us:

<https://www.welcome2villach.at/>

** 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.*

