



Marketing Manager for Power Management (Location : Tokyo)

Job description

In your new role you will:

- Regional marketing for Switch Mode Power Supply (SMPS) with focus on discrete MOSFETs/GaN HEMTs, Gate Driver, Power IC products (IC//MOSFETSiC/GaN)CoolMOSCoolSICCoolGaNICECDriverCoolSET
- Create and deploy Japan region application G2M strategy for Power supply in the target markets: Consumer/Home appliances, Industrial/Renewables and EV charging EV
- Responsible for Product promotion, positioning & pricing strategy through direct and distribution channels, considering regional business environment
- Collaborate with Sales and FAE to ensure KPI targets: Revenue and Design-wins FAEDesignwin
- Provides input for market / competitor insights, value proposition, business case creation, positioning, pricing and product roadmap from regional perspective
- Opportunity to work with a team of Regional and Global Marketing, FAE, (Japan, Europe & US) and domestic distribution partners

Profile

You are best equipped for this task if you have:

- Native Japanese Speaker with excellent communication skill
- Business English skill (Email/Reading Manual/Conversation/Phone conversation /Teleconference/Business Negotiation) TOEIC750)
- 5
- AE3
- AC/DCDC/DC
- PC Skill (Excel, PowerPoint, etc.)
- Team Working /
- Bachelor Degree or Master Degree in Electronic Engineering or similar/

At a glance

Location: **Tokyo (Japan)**
Job ID: **358396**
Start date: **Sep 30, 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: **358396**
www.infineon.com/jobs



Benefits

- **Tokyo:** Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Part-time work possible, certain conditions apply; Monthly works doctor visit, annual flus shot & medical check-up; Various restaurants in our office building; Aflac insurance from health insurance associates; Wage payment in case of sick leave

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.

