



Senior Manager Ecosystem Marketing

Job description

In your new role you will:

1. Work with local team and HQ to drive Infineon memory devices qualifications with chipset partners (SoC/MCU/FPGA)
 2. Achieve design win of Infineon parts in reference boards or solutions from chipset partners
 3. Get deep understanding of the architecture and roadmap of the chipset partner and figure out real requirements of memory in their typical applications for end customers;
 4. Promote new memory architecture and product roadmap at chipset partners and other ecosystem partners
 5. Develop roadmap alignment with ecosystem partners. Provide roadmap feedback to Product Marketing and develop joint promotion with chipset partners;
 6. Be responsible to achieve design wins from customers of chipset partners; Provide information and support to regional sales and Marketing team in the engagement with customers of SoC partners
 7. Provide related documents, collaterals and trainings on partnership status, development trend and G2M strategies of chipset vendors
- This position can be in ShangHai or BeiJing.

Profile

You are best equipped for this task if you have:

1. Bachelor Degree or above, electrical engineering, computer science or related majors are preferred.
2. 5+ working experience in related field of memory parts: Marketing, (Field) Application Engineering, Sales etc.
3. Experience of partnership with chief SoC/FPGA/MCU vendors or eco-system partners (design house, software vendors etc.) preferred;
4. Rich knowledge on memory usage: characteristics of each kind of memory, Interface (QSPI, Hyper Bus, Parallel etc.), system integration with chipsets etc.
5. Good knowledge on hardware structure and design guidelines of embedded system, especially for automotive applications
6. Fluent in oral and written English as working language
7. Customer focus and self-motivated in resolving complex issues
8. Good communication skills and teamwork ability;
9. Flexibility to travel as required, up to 25% of time.

Benefits

- **Shanghai**, : 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; Medical coverage; On-site social

At a glance

Location: **Shanghai, (China)**
Job ID: **359866**
Start date: **Oct 01, 2022**
Entry level: **5+ years**
Type: **Full time**
Contract: **Permanent**

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Job ID: **359866**
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counselling and works doctor, in Wuxi only.; Provision of health tips, health knowledge sharing, annual medical check; Employees in Shanghai are entitled to use a gym located close to the office for free; On-site canteen, in Wuxi only.; Private insurance offers in some sites.; Wage payment in case of sick leave; Corporate pension benefits in some sites.

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.

