



## Staff Specialist Product Marketing Management (f/m /div)\*

### Job description

As a part of the Connected Secure Systems division you have a clear Mission: Position the security solutions of IoT Security and become part of shaping Infineon's Future as a member of the IoT security Marketing Team. Therefore, you get an understanding for end customers' needs and gain insights how to approach these customers. You would like to play a global role in a Product Marketing and Management team striving for outstanding quality of security solutions and services? You would like to be responsible for Infineon's Worldwide product management of embedded security solutions for selected IoT market segments? Take the chance for a change and apply now!

In your new role you will:

- **Manage operational & tactical business activities** to drive the business for **embedded security solution for specific IoT Segments**
- Understand and explore the market, **develop a clear understanding of market**, customers and competitors e.g. market trends, customer strategy
- Be **responsible for the deployment** of strategic product positioning
- **Contribute to pricing strategy**, support pricing negotiations
- Monitor **business analytics and KPI's** (e.g. product/customer profitability, revenue, level of order cancellations)
- Regularly **report business & market development** to internal stakeholders (e.g. Product Marketing, Technical Marketing, Product Line Head)
- **Support capacity planning by driving demand planning for your product portfolio**
- Generate high quality promotion content, **be responsible for right content in conjunction** with stakeholder teams (e.g. customer presentations)
- **Define training requirements, contribute to roll-out plan and generate training content** on product level (e.g. create eLearnings, hold external webinars)
- Enable **in-time information** sharing towards internal stakeholders e.g. regional marketing, sales, distribution marketing etc. in order to drive the overall go to market for your product portfolio
- **Support product life cycle management activities** in commercialization phase

### Profile

You find useful ways to reach set targets and you always keep the bigger picture in mind. With your foresight, you work conscientiously on making things better, faster, and more efficient. You are personally committed to the customer's concerns, award them a high priority and you concentrate your knowledge on producing results with real added value. You have excellent communications and presentation skills across

### At a glance

Location: **Munich (Germany)**  
Job ID: **360969**  
Start date: **Sep 01, 2022**  
Entry level: **1-3 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: **360969**  
[www.infineon.com/jobs](https://www.infineon.com/jobs)

### Contact

**Julie Danielsen Larsen**  
Talent Attraction Manager



different levels of hierarchies and various stakeholders and you also have the ability to drive, coordinate and structure cross-functional and cross-regional activities and business partner.

You are best equipped for those tasks if you have:

- A degree in **Business Administration, Economics, Electronic/Electrical Engineering** or similar
- At least **3-5 years of work experience, ideally in product marketing or management, business analysis or project management**
- The **ability to work independently**, in a structured and accurate manner
- A high level of proficiency in **MS Excel and MS PowerPoint**
- **Team playing skills** and **strong interpersonal and communication skills**
- Excellent **English language skills** in verbal and written communication, German as 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.

**– Connected Secure Systems (CSS) is at the heart of the IoT –**

The **CSS** division provides end-to-end systems for a connected, secured world – building on trusted, game-changing microcontrollers as well as wireless and security solutions. CSS delivers microcontrollers plus Wi-Fi, Bluetooth® and combined connectivity solutions (known as connectivity combos) along with hardware-based security technologies to power the broadest application spectrum spanning consumer electronics, IoT devices, cloud security, IT equipment, home appliances, connected cars, credit and debit cards, electronic passports, ID cards, and more. The division is at the forefront of computing, wireless connectivity, and trusted technologies that are helping to securely connect the networked systems of today and tomorrow.

Click here for more information about working at CSS with interesting employee and management insights and an overview with more #CSSDreamJobs.

*\* 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.*

