



Regional Product Marketing Manager (f/m /div)*

Job description

You think like an entrepreneur, enjoy working independently and like to drive things forward? You combine technical and business know-how with marketing knowledge? Your talent as a networker makes it easy for you to work with many different types of people? If you additionally know how to keep a cool head in stressful situations, this is your exactly the right job for you. Come on board and join us as Regional Product Marketing Manager for Power Discretes, focusing on APAC, Greater China and Japan.

In your new job you will:

- Manage and develop a **business strategy for low and mid voltage power MOSFETs** to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- Intensively **collaborate and build trusted relationships with Application Marketing, Field Application Engineers, Sales and Distribution Partners** as you cascade the product portfolio value proposition and support to solve customer issues
- **Influence profit/loss** of the product portfolio
- **Analyze the market** to gain an extensive understanding of the business environment and drive competitor analyses within application spaces such as SPMPs, DCDC Power Supplies, LEV, DC Drives, and Inverters
- Engage and build **strategic relationships with key and channel customers**
- Deliver **product launches and training** with respect to the Power Discrete family to a wide internal and external audiences
- **Represent the Product Line** to internal and external partners worldwide
- Support Regional Power Discrete Business Managers by **qualifying significant business opportunities** where strategic initiatives or technical input is required
- **Provide portfolio input and market intelligence** back to the responsible product line heads in a regular manner

Profile

You bring in expertise of the (power) semiconductor market and including relevant technical understanding. As business savvy character, you recognize profitable and strategic business opportunities and possess strong decision-making and managerial skills, even in uncertain situations. Moreover, you enjoy working in interdisciplinary and international teams with multicultural backgrounds. Simultaneously you are a proactive, self-driven character with process-orientation and experience in R&D project management.

You are best equipped for this task if you have:

- A **university degree in electrical engineering (preferred) or physics** with a strong familiarity of the power semiconductor market
- **10+ years of experience in product marketing, sales, business development or application engineering** related tasks with a strong emphasis on roadmap execution, winning projects and driving revenue

At a glance

Location: **Villach**
Job ID: **37915**
Start date: **immediately**
Entry level: **Professionals / experienced**
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: **37915**
www.infineon.com/jobs

Contact

Mag. Elisabeth Koestenbauer
Talent Attraction Manager

Siemensstrasse 2
9500 Villach
Austria



- Extensive **people and project management experience** including management of complex organizational setups
- **Strong team player** with high energy level and international networking skills
- **Willingness to travel** (as needed, approx. 4-6 times per year to Asia)
- Fluent **English** skills with German skills as a plus

This position is subject to the collective agreement for workers and employees in the electrical and electronics industry, employment group H-I (<https://www.feei.at/leistungen/informations-service/mindestlohne-und-gehalter-2019/>). A higher payment is negotiable depending on your expertise and skills.

