



Space Product Marketing Engineer

Job description

IR HiRel, an Infineon Technologies company, is a global leader of radiation hardened power electronic solutions for the space market. IR HiRel's Radiation Hardened semiconductor MOSFET's, Hybrid modules and Integrated DC/DC converters are selected by space companies around the world for their superior performance, quality and reliability. As part of its ambitious growth plan, IR HiRel is looking for a Space Product Marketing Engineer to support our Go To Marketing strategy for our radiation hardened power management solutions. Come join our team and enhance your product marketing skills where you can see your design in's fly in Space!

In your new role you will:

- Develop and maintain business cases for **new product ideas to expand SAM in adjacent applications** and to **provide optimal system solutions in core application areas**
- **Develop marketing collateral promoting a broad product portfolio** to a global customer base
- **Develop differentiated product roadmaps** supported by a clearly articulated value proposition
- Work with sales to **develop effective Go-To-Market plans and specific account penetration plans**
- Develop training material and technical collateral that facilitate the design-in from customers globally (in collaboration with FAE and R&D teams)
- Support development of a **5 year revenue plan** in support of the yearly strategic planning process
- **Ensure target specifications of new products meet launch customer requirements**
- Track opportunities with sales for all new product introductions

Profile

You are best equipped for this task if you have:

- 2+ years of experience in semiconductor marketing, sales or business development management roles
- Great sense of ownership and personal accountability for results
- Strong track record in business development and market share growth
- Self-motivation with superior communication skills and ability to set ambitious goals
- Proven organizational skills

At a glance

Location:	Leominster, MA (United States)
Job ID:	56726
Start date:	immediately
Entry level:	3-5 years
Type:	Full time
Contract:	Permanent

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- Ability to listen to new ideas with an open mind, and a team player attitude who can work across organizational boundaries
- Understanding of Rad Hard Power and RF Electronics is a plus
- Knowledge of Electrical Power and RF Systems for Space Satellites is a plus
- Strong understanding of MIL-PRF-38534/5 and 19500 is a plus
- Expertise working with Microsoft office tools (Office, PowerPoint, Excel, Visio)
- Travel expectations: up to 30% of time (domestic and international including Europe, Japan, India, China and Russia)

Infineon **Power & Sensor Systems (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. IR HiRel, part of Infineon PSS, is a leader in high-reliability, rad hard power management and RF solutions for space and other extreme environments.

Our leading-edge power devices make chargers, adapters, power sources 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.

– **We drive leading-edge power management, sensing and data transfer capabilities** –

