



Dir Mktg #22083

Job description

Manage Greater China regional marketing activities for IFX memory solutions (MS), building demand, supporting sales and customers.

- In this position, you will manage Greater China regional marketing activities for IFX memory solutions (MS), building demand, supporting sales and customers.
- Lead marketing team to manage and drive revenue and design win goals for differentiated MS products (Flash and RAM) through the cross-functional implementation of the marketing plan with Sales and Distribution channel partners.
- Develop and drive regional business plans with target markets, customers, applications, partners and relevant go-to-market strategies. Work closely with local sales and channel partners to promote focus products and solutions for identified markets.
- Translate customer needs into use case and technical requirements for R&D
- Develop and communicate a deep understanding of the markets, customers and technical requirements to drive commercial success
- Collaborate with sales, BU product marketing, engineering, project management to guide product execution, priorities and delivery
- Manage Distribution activities (Tactical and strategic) including MORs, QBRs, product trainings, revenue and design funnel achievement goals.
- Develop and deliver local language marketing promotional materials including product updates, sales trainings, regional competitive positioning, etc.
- Report weekly revenue status to management as well as quarterly business status and action item closure
- Support delivery requirements and bridge customer needs to factory
- Regular travel required to our key customers and distribution partners in Greater China

Profile

We are looking for the most innovative and collaborative marketing leader to drive and develop revenue and design funnel for MS solutions with strong engagement with sales and distributors. Drive promotion activities to grow adoption of differentiated memory solutions to the evolving application in Automotive, Industrial, Compute and Communication segments in the GC region.

- 12+ years of experience in semiconductor product marketing or technical sales role

At a glance

Location: **Shanghai, (China)**

Job ID: **CY22083**

Entry level: **5+ years**

Type: **Full time**

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- Demonstrated leadership skills in supervising a cross-region team
- Strong people skill to work in a matrix and cross-cultural organization to drive business growth
- Solid understanding and proven track record of business development and product marketing
- Strong understanding of global and local market and competition for memory solutions
- knowledge of embedded systems, including software and tools desirable
- Exceptional communication and presentation skills
- Ability to motivate and excite people and influence customers and internal stakeholders
- Self-driving, self-motivated, enthusiastic, dynamic, adaptable, organized with attention to detail
- Master's/Bachelor's in Electrical Engineering, Computer Science (or equivalent), MBA preferred

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 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.

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

