



## Staff Engineer, Product Marketing

### Job description

As a Product Marketing Engineer, in the Wired Connectivity Solutions at Infineon, you will work directly with Sales/FAE, Application Engineering, Business Operations, and R&D teams. You will own product go to market strategy, product positioning, promotion and pricing strategies, marketing collateral and sales enablement. You will also work closely with the product planning team and manage the product through its full life cycle.

#### In your new role you will:

- Own market data analysis and associated product recommendations.
- Drive data based formulation of core product line strategies and resulting success.
- Direct key stakeholders within, and across, the organization to ensure accelerated product adoption.
- Increase product portfolio sales and gross margins through effective product definition, positioning, promotion and pricing strategies
- Develop pricing strategies to maximize business results
- Support development of business cases for new product and pricing proposals
- Manage the development of collateral necessary for sale success
- Manage key customer relationships and delivery of silicon to key customers
- Own all the marketing deliverables required to make the silicon product successful

### Profile

#### You are best equipped for this task if you have:

- B.S. in Electrical or Computer Engineering (or related);
- 10-15 years of combined experience in engineering, technical marketing or business development in the semiconductor or high tech industry
- Experience with USB, USB-C or other related technologies in a marketing role is a plus
- Experience in technical marketing, in the semiconductor and/or high tech industry
- Experience with power in AC/DC or Wireless Charging is a plus  
Experience in product line management or business within the semiconductor and/or high tech industry
- Experience in project management

### At a glance

Location: **San Jose, CA**  
Job ID: **CY24642**  
Start date: **immediately**  
Entry level: **5+ 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: **CY24642**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



- Experience in creating/presenting technical/business presentations to executive staff, internal, and/or external customers

