

# Driving decarbonization and digitalization. Together.



## Director Product Management, Microcontroller

### Job description

We are seeking a highly motivated Microcontroller Go-to-Market Product Manager to lead our go to market team. The successful candidate will be responsible for bring to market our next generation family of high-performance, ML-ready microcontrollers. You will work closely with cross-functional teams including engineering, marketing, sales, and operations to ensure successful product delivery and market penetration. The ideal candidate will have a deep understanding of microcontroller products, market trends, and customer needs, will have a hands-on technical background and knowledge of machine learning.

#### In your new role you will:

- **Develop and drive differentiated go to market strategy** to drive opportunity funnel creation for **next generation microcontroller solutions**
- **Lead team** of go to market professionals
- **Manage product launch activities**, including product training, pricing, and promotional activities
- Develop and **maintain strong relationships** with customers, partners, and industry experts
- Deliver business results through **customer design in** and revenue
- Collaborate with marketing teams to **develop product positioning**, messaging, and marketing materials
- Work with engineering teams to **develop product go to market content** and ensure timely product delivery
- **Partner with sales teams** to develop sales enablement materials and drive sales success
- **Monitor and analyze product performance and market trends**, providing insights and recommendations to improve product success
- Represent the company and its products at industry events and conferences

### Profile

You are a highly motivated individual with a passion for microcontroller products and a track record of successful product management.

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

- **Bachelor's degree in Electrical Engineering**, Computer Science, or a related field
- Minimum of **10 years of product management experience** in the **microcontroller industry**

### At a glance

Location: **Austin, TX (United States)**  
Job ID: **HRC0393271-2**  
Start date: **as soon as possible**  
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. Alternatively, you can also scan the QR code with your smartphone:

Job ID: **HRC0393271-2**  
[www.infineon.com/jobs](http://www.infineon.com/jobs)



- Strong technical background in microcontrollers and **embedded systems**
- Excellent analytical, problem-solving, and decision-making skills
- Proven ability to develop and execute go-to-market strategies
- **Strong collaboration skills** with the ability to work effectively in a **cross-functional team environment**
- Excellent communication skills, including the ability to present complex technical concepts to non-technical stakeholders
- Demonstrated ability to **manage multiple projects simultaneously** and meet tight deadlines
- Are a self-driver, self-motivated, enthusiastic, dynamic, adaptable, and organized with good attention to detail

– **Connected Secure Systems (CSS) delivers security for the connected world** –

The **Connected Secure Systems (CSS)** segment offers comprehensive systems for a secure, networked world with a portfolio built around reliable, trendsetting microcontrollers as well as wireless connectivity and security solutions. Over the past decades, CSS has developed microcontroller, Wi-Fi, Bluetooth and combined connectivity solutions (known as connectivity combos) and hardware-based security technologies. The products are used in a broad range of applications: from consumer electronics, IoT and home appliances to IT equipment, cloud security and networked cars all the way to credit and debit cards, electronic passports and IDs. With its leading technologies in the areas of computing, connectivity and security, CSS makes a decisive contribution to protecting today's and tomorrow's networked systems.

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

## Benefits

- **Austin, TX:** Medical, Dental & Vision Plans; Flexible Reimbursement Accounts (FSAs); Industry leading 401k Employer Contribution/Match; Company Performance Bonus; Holiday Pay & Paid Time Off (PTO); Flexible Working Conditions, Part-time Options; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Wide range of Training Offers & Career Development Planning; Coaching, Mentoring, Networking Possibilities; International assignments; Basic Life & Dependent Life Insurance; Paid Sick Leave, Accidental Death & Disability Insurance (AD&D) ; Short-term & Long-term Disability ; Employee Assistance Program (EAP) ; Health Promotion Programs ; Reduced Price for Public Transportation

## Why Us

Infineon designs, develops, manufactures, and markets a broad range of semiconductors and semiconductor-based solutions, focusing on key markets in the automotive, industrial, and consumer sectors. Its products range from standard components to special components for digital, analog, and mixed-signal applications to customer-specific solutions together with the appropriate software.

**We are on a journey to create the best Infineon for everyone.**

This means we embrace diversity and inclusion and welcome everyone for who they are. At Infineon, we offer a working environment characterized by trust, openness, respect and tolerance and are committed to give all applicants and employees equal opportunities. We base our recruiting decisions on the applicant's experience and skills.

We look forward to receiving your resume, even if you do not entirely meet all the requirements of the job posting.

Please let your recruiter know if they need to pay special attention to something in order to enable your participation in the interview process.

More about diversity & inclusion at Infineon at <https://www.infineon.com/cms/en/careers/diversity-and-inclusion/>



## **Driving decarbonization and digitalization. Together.**

*Cypress Semiconductor Corporation, is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex (including pregnancy, childbirth, or related medical conditions), gender identity, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition, family care status, military or veteran status, marital status, domestic partner status, sexual orientation, or any other basis protected by local, state, or federal laws.*

*Employment at Infineon is contingent upon proof of your legal right to work in the United States under applicable law, verification of satisfactory references and successful completion of a background check and drug test, and signing all your onboarding documents.*

*In some instances, if applicable, U.S. export control laws require that Infineon obtain a U.S. government export license prior to releasing technologies to certain persons. This offer is contingent upon Infineon's ability to satisfy these export control laws as related to your employment and anticipated job activities. The decision whether or not to submit and/or pursue an export license to satisfy this contingency, if applicable, shall be at Infineon's sole discretion.*

**Infineon Technologies takes data privacy and identity theft very seriously. As such, we do not request personally-identifiable information (PII) from applicants over the internet or electronically. Please kindly refrain from disclosing your PII electronically during the application process or to unauthorized websites that may purport to be Infineon or any of our affiliates.**

