

Driving decarbonization and digitalization. Together.



Senior Manager, Product Marketing Manager – AI – Power Modules

Job description

Do you want to enable Artificial Intelligence? - We Power AI - and so could you! As an entrepreneurial thinker, you enjoy working independently and drive things forward. You combine technical and business know-how with marketing knowledge and enjoy deploying your talent as a networker to manage key stakeholders. You keep a cool head in stressful situations and see things through to the end to build new business for the company. If you find yourself nodding right now, we would like to hear from you! Join our dynamic startup inside a sound corporate environment. You will take over a role as Marketing Manager in our Segment for Controller & Protection ICs. In this role you will be responsible for the product group of high-density power modules, building up a business from scratch together with a strong cross functional team. You will define and own the Strategy and roadmap for the product group and see things through to deliver and launch Infineon's products to the market with a strong focus on our key customers. Lets bring AI to live – together!

In your new role you will:

- Drive, define and ensure execution of the **future product roadmap** based on market trends and strategic importance of products
- Develop business cases for new products that are synchronized with Infineon vision and market needs.
- Act as **project owner for R&D projects** and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- Develop comprehensive pricing strategy to ensure high profitability and scaling of existing business.
- Ability to create technical Features Requirement List (FRL) and **communicate** with R&D team to define hardware and firmware solutions, with clear value propositions for our power conversion solutions
- Intensively **collaborate with Application Marketing, Technical Marketing, R&D, Quality, Operations**, among other functions
- Keep track of running projects and constantly update customers on progress
- **Collaborate** with Sales, application marketing and R&D to synthesize market requirements into development of a winning/leading product roadmap
- Manage and develop a **business strategy for the product portfolio** to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- **Influence profit/loss** of the product segment/portfolio

At a glance

Location: **El Segundo, CA (United States)**
Job ID: **HRC0606451**
Start date: **Nov 30, 2024**
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: **HRC0606451**
www.infineon.com/jobs



- **Analyze the market** to gain an extensive understanding of the business environment and drive competitor analyses within the AI/Datacenter/Server application spaces
- Engaged and build relationships with **key customers**
- Intensively **collaborate with worldwide sales and marketing departments** in order to maintain our leading market position
- Deliver **product launches and training** to a wide internal and external audiences
- **Represent the Product Line** to internal and external partners worldwide

Profile

You bring in expertise in Power Systems (ideally high-density power modules), the semiconductor market and 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, microelectronics** with a strong familiarity of the semiconductor market and understanding of power systems.
- **5+ years of experience in product development, product marketing or application engineering** related tasks with a strong emphasis on roadmap execution, winning projects and driving revenue
- Knowledge of **Computing / AI Power architectures**, relevant products, value chain and customer base preferred.
- Knowledge of isolated & non-isolated DC-DC converters and popular topologies in various applications.
- Prior **knowledge of AI/Server/Telecom** related products and their applications is a strong plus
- **Strong team player** with high energy level and international networking skills
- Strong ability **to communicate effectively and across functional boundaries** and experience in operating in a highly matrixed organization
- Possess excellent **presentation skills & communication** with senior management
- **Willingness to travel**
- Fluent **English** skills with German skills as a plus

– Power & Sensor Systems (PSS) drives leading-edge power management, sensing, and data transfer capabilities –

The **PSS division** powers decarbonization and digitalization with a wide range of energy-efficient and digital solutions. PSS semiconductors help avoid carbon emissions, use resources sustainably, manage power effectively and intelligently, give ‘things’ smart senses, and process data quickly and reliably. The portfolio includes power, connectivity, RF, and sensor system technologies to develop smaller, lighter, smarter, and more efficient solutions for consumer devices, smart home/building applications, robotics, computing and data centers, charging devices, power tools, and much more.

The next generation of silicon and wide-bandgap (SiC and GaN) solutions provides unparalleled performance and reliability for 5G, big data, and renewable energy applications. These materials are paving the way for further energy and carbon savings. Highly precise XENSIV sensor solutions are enabling IoT devices to react intuitively to their surroundings for seamless user interactions while audio amplifiers bring exceptional sound experiences to smart speakers and other audio use cases.

[Click here](#) for more information about working at PSS with interesting employee and



Benefits

- **El Segundo, CA:** 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.

[Click here](#) for more information about Diversity & Inclusion at Infineon.

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Infineon Technologies Americas Corp., 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.

Wage Range that the Company Expects to pay for a qualified candidate:



Minimum of \$147,040.00 Salary per year
Maximum of \$202,180.00 Salary per year

In addition, all employees will be eligible to participate in an incentive plan.

#LI-TG1

