

Driving decarbonization and digitalization. Together.



Product Marketing Engineer

Job description

Are you interested in working with the Industries leading experts in Power Semiconductors? Do you want to drive the G2M for Power Modules in Emerging Applications like EV Charging, Energy Storage, E-Aviation, and Industrial Power supplies? Would you like to support technical discussions on High Power Modules solutions acting as a product expert and technical resource for customers and the Infineon team? The role of Product Marketing Engineer for Power Modules in the Industrial and Infrastructure team is an exciting, challenging, and important role at Infineon. Apply Now for Infineon's High Power Team and power up your Career!

In your new role you will:

- Lead the **Go-to-Market (G2M)** strategy in the Americas for the Silicon and **Silicon Carbide** based Low / Medium Power Modules, High Power Modules, and Thyristor and Diodes Modules, described as "above products" below.
- **Understand Market Trends**, Competitive Landscape, **Key Customers**, and **Applications** for above products.
- Establish a deep understanding about products including product portfolio, product roadmap, competitive differentiators, and value proposition to support customer engagement.
- Develop an understanding of system block diagrams, topologies, peripheral components in order to competitively place above products into target applications
- Use your deep understanding of the above products to support customer presentations, distributor trainings, and act as a resource for the regional sales and application marketing team.
- Support Regional Sales, **Application marketing**, and the **Technical Marketing** teams to establish and develop trusted relationships with key customer engineers and decision makers for the above products,
- Establish and manage a broad internal stakeholder network consisting of Head Quarter Product Marketing, Product Management, Application Marketing, Technical Marketing, Regional Sales, and FAEs to support G2M strategy.
- Maintain Americas SAM / TAM by customer for the above products and develop a 5 year forecast on Market growth and revenue development.
- **Understand Market pricing** for the above products and provide, review, and approve pricing. Taking in consideration the competitive landscape, customer value proposition, and market cycle for your decision. Secure profitability for above products by product portfolio management, product life cycle management, and pricing decisions
- Document and communicate Market trends and customer requirements to enable new product definition.

At a glance

Location:

Job ID: **HRC0695142**

Start date: **as soon as possible**

Entry level: **1-3 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: **HRC0695142**
www.infineon.com/jobs



- Execute **regional strategy** to achieve Regional Revenue and Design win targets for the above products
- Prepare a quarterly business overview of the Americas for above Product Lines business utilizing reporting resources, and your knowledge of customer engagements.
- Co-work with Distribution and Digital Marketing team to optimize Distributor Inventory and Digital G2M strategy.

Profile

You are best equipped for this task if you have:

- B.S./ M.S. **Electrical Engineering** or equivalent in physics
- 0-3 years of experience in **power electronics** or **Semiconductors**.
- 0-3 years of experience in **Product or System Marketing**.
- 0-3 year of experience in interfacing with customers in a B2B environment
- Enjoys presenting and explaining complex technical topics in customer meetings and Distributor trainings.
- Interest in Resolving complicated business challenges, demonstrates a strong desire to manage their business.
- A strong Desire for Business Development, identify customers and find a way to engage.
- Solid interpersonal skills to interface with customers, present solutions, and work closely with both internal and external interfaces.
- Self-motivated to learn and take on new topics which may arise during the course of business activities.
- Inspires others to follow their vision despite an uncertain future and a continually changing list of requirements.
- Interested in learning from and interfacing with the Semiconductor Industries brightest and most accomplished persons. Both internal to Infineon and at the customer.
- Proficient English Speaker and Writer

– Green Industrial Power (GIP) empowers a world of unlimited green energy –The GIP division delivers leading semiconductor solutions for the smart, green, and efficient conversion of electrical energy, covering all steps in the energy chain from generation through transmission to storage and consumption. Its broad range of applications spans renewable energies, electric vehicle charging, industrial power supplies, trains, electric commercial vehicles, and home appliances.

The GIP product portfolio encompasses IGBT power transistors and the driver ICs that control them, flanked by an expanding lineup of solutions based on SiC. Its growing analytics, service, and software offering complements this wide spectrum – reaching beyond products to create additional value for customers. Infineon is the global number one in power semiconductors and – with the broadest portfolio of SiC solutions for industrial applications – GIP is leading the transition to wide-bandgap technologies. GIP solutions handle energy more intelligently and efficiently – driving decarbonization for a better tomorrow.

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

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.

Driving decarbonization and digitalization. Together.

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.

#LI-EL1

