

Driving decarbonization and digitalization. Together.



Senior Manager Product Marketing (w/m/div)

Job description

Do you have a passion for technology and want to work with the technological advancements of the future? You are an entrepreneurial thinker (f/m/div) who wants to have responsibility for the development of a multimillion-euro business? For the Product Marketing of our Industrial Power Division we are looking for somebody who has both: a solid technical understanding as well as a business mindset. As part of our dynamic and diverse team, you will have the key role in driving the product line's growth within the fast growing industry and renewable energy sector. You own the development of business strategy and the product portfolio to ensure the best positioning in the market. Join us and become part of a growing semiconductor company that is actively shaping a simpler, safer and greener future!

In your new role as Senior Manager Product Marketing you will contribute significantly to the development of product strategy, product ideas and product related content for realization of the product line's strategy planning, in detail you will:

- Be responsible to **develop product strategy for new products** based on market/competitors analysis and customer feedback for our power modules as well emerging technologies
- Capture **product requirements** and shape the **long term product roadmap** in close collaboration with technical marketing team
- Define **value proposition and competitive positioning for new power modules** used in Wind, PV, drives and emerging applications
- Own **business cases and provide marketing inputs for key milestones during the product development process**
- **Develop market introduction plans** to enable **successful Go-to-Market activities and design-ins at key customers** in close collaboration product management teams
- Team up with our technical experts in Product Definition Engineering, System Architects, Application Marketing and R&D
- Select **pricing strategy**

Profile

You have a strong entrepreneurial and commercial mindset with desire for profit. You are a proactive, self-driven character striving to get things done. You enjoy working in a complex, demanding field of work, are flexible and work well under stress. You feel attracted by new ways and novel solutions and want to make a real impact. As an empathic marketing person and business developer, you recognize profitable and strategic business opportunities and realize them thanks to strong decision-making and managerial skills, even in uncertain situations. You are able to think and act on a strategic and tactical level. As a strong team player you furthermore show an open and

At a glance

Location:

Job ID: **HRC0697289**

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: **HRC0697289**
www.infineon.com/jobs

Contact

Louise Radüge
Recruiter



convincing personality.

You are best equipped for this task if you have:

- A **degree in Electrical Engineering, Industrial Engineering, Physics** or a related field of study
- An additional MBA or commercial background is a plus
- At least **several years of professional working experience** - preferably in the field of product marketing, concept engineering, application engineering, product development or business development
- Ideally **experience in the semiconductors industry**, especially in power electronics would be a great asset
- Willingness to take ownership and drive decisions independently while assessing potential risks
- **Strong influencing skills** that resonate with a technical community, and a **talent to foster close relationships with your internal and external customers**
- **Excellent communication and presentation skills** and joy in talking to customers
- **Fluent English skills**, German skills as a plus

Why Us

Driving decarbonization and digitalization. Together.

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.

– Green Industrial Power (GIP) empowers a world of unlimited green energy –

Power semiconductors play a crucial role in increasing efficiency and reducing energy losses along the whole energy conversion chain.

As the global leader in power semiconductors, Infineon GIP delivers pioneering products, solutions and services for smart and efficient energy generation, transmission, storage, and use. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever it is needed.

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

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.

