

# Driving decarbonization and digitalization. Together.



## Director of Marketing, Electrification & Powertrain

### Job description

As a Director of Marketing, you will define new products, justify the business cases accordingly and once developed, launch the products into the market! Do you want to join us in this exciting new journey? If so, apply today!

#### In your new role you will:

- Seek trends in the automotive powertrain and electric vehicle market focusing on **inverter, On-board charger/DC-DC and Battery Management Systems** applications
- Understand customers' requirements, competitors' positioning and develop use cases for our products.
- Turn the market requirements into valuable assets for product offerings and define the North American market strategy.
- Define new products, justify the business cases accordingly and once developed, launch the products into the market
- Plan and implement holistic **go-to-market strategy** including positioning, pricing, market penetration, and market communication.
- Establish and maintain strong working relationships with key customers, FAEs and sales team members
- Generate sales collateral such as product presentations, competitor benchmarking, and fighting guide
- Drive product promotion activities with relevant marketing channel
- Develop and implement 5-year revenue plan for focus products and applications
- Coach and develop six marketing professionals

### Profile

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

- Bachelor's degree in Electrical Engineering, Computer Engineering, or a closely related field.
- MBA is a plus 8+ years of experience in marketing semiconductor products.
- Knowledge of the **Automotive** industry and semiconductor devices such as **Power Semiconductors, Mixed Signal ICs, and Microcontrollers**.

**Automotive (ATV) shapes the future of mobility with microelectronics enabling clean, safe, and smart cars –**

The ATV division is shaping the future of mobility by enabling clean, safe, and smart

### At a glance

Location:	<b>Livonia, MI (United States), Milpitas, CA (United States)</b>
Job ID:	<b>HRC0761856</b>
Start date:	<b>May 15, 2024</b>
Entry level:	<b>5+ years</b>
Type:	<b>Full time</b>
Contract:	<b>Permanent</b>

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: **HRC0761856**

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cars. Its product and solution offering is powering the decarbonization and digitalization of vehicles. By driving the transition to hybrid and purely electric vehicles, ATV is making a valuable contribution to cleaner roads. ATV is also increasingly digitalizing cockpit, infotainment, comfort, and lighting applications as it takes automated driving to the next stage with higher levels of connectivity, security, and safety.

The ATV portfolio integrates sensors, microcontrollers, high-performance memories for specific applications, power semiconductors based on silicon and silicon carbide, as well as components for human-machine interaction and vehicle connectivity. Infineon is the world leader in automotive semiconductors.

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

## Benefits

- **Livonia, MI:** 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
- **Milpitas, 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.

### **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.**

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