



Senior Staff Product Marketing Engineer

Job description

You will join a dynamic, talented team to drive business development efforts and create microcontroller solutions with customers by leveraging Infineon's complete product portfolio. Do you want to be a part of something exciting and unique? Come join us and apply today!

In your new role you will:

- Drive business development efforts with customers and in partnership with other internal business and product line management teams
- Create **microcontroller solutions** with customers by leveraging Infineon's complete product portfolio
- Develop and drive differentiated product business plans with target markets, customers, applications, partners and relevant go-to-market strategies to create **connected IoT processor solutions** that matter for problems that matter
- Translate customer needs into use case and technical requirements for R&D
- Develop and communicate a deep understanding of the markets, customers and technical requirements to drive commercial success
- Collaborate with sales, business development, engineering, project management and corporate marketing teams to guide product execution, priorities and delivery
- Work closely with global sales to engage customers and design in IoT solutions
- Develop and deliver marketing content including competitive positioning, product updates, sales trainings, webinars, whitepapers, etc.
- Drive product launches, marketing activities, sales enablement and product training
- Manage products throughout the entire product lifecycle including strategic and tactical activities such as product definition, promotion, collateral generation and customer support
- Periodic domestic and international travel required to our global sites and key customers in North America, Europe and Asia

Profile

You are best equipped for this task if you have:

- 10+ years of experience in **microcontroller or microprocessor product marketing** or engineering role
- Proven track record of defining and delivering successful products and solutions to market

At a glance

Location:

Job ID: **329064**

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: **329064**

www.infineon.com/jobs



- Solid experience working with customers to understand their needs and translate those needs into opportunity
- Strong knowledge of **embedded systems**, including processing, connectivity, sensing technologies, software, tools, etc.
- Strong understanding of market and competition for processors and connectivity solutions
- Exceptional communication and presentation skills
- Ability to motivate and excite people and influence customers and internal stakeholders
- Self-driving, self-motivated, enthusiastic, dynamic, adaptable, organized with attention to detail
- Master's/Bachelor's in Electrical Engineering, Computer Science (or equivalent), MBA preferred

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.

Why Us

Part of your life. Part of tomorrow.

We make life easier, safer and greener – with technology that achieves more, consumes less and is accessible to everyone. Microelectronics from Infineon is the key to a better future. Efficient use of energy, environmentally-friendly mobility and security in a connected world – we solve some of the most critical challenges that our society faces while taking a conscientious approach to the use of natural resources.

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. Applicants with questions about access or requiring a reasonable accommodation for any part of the application or hiring process should contact the Talent Network by phone at (408) 503-2194.

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 on-boarding 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.

IMPORTANT NOTICE :



Infineon is requiring all new U.S. employees and contractors to be fully vaccinated against COVID-19. Full vaccination is defined as two weeks after both doses of a two-dose vaccine or two weeks since a single-dose vaccine has been administered. Anyone unable to be vaccinated, either because of a sincerely held religious belief or a medical condition or disability that prevents them from being vaccinated, can request a reasonable accommodation.

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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