



Manager Product Marketing - Magnetic Position Sensors for Consumer and Industrial (f/m/div)*

Job description

You are open to new ideas and ways of thinking and always challenge the status quo? You like to work in an agile environment and want to actively contribute to the success of our magnetic position sensors? Then this is your new opportunity to be at the heart of leading industry trends towards smarter devices and sensors! As Manager Product Marketing you will, either in full- or part-time, embrace the challenge of shaping our product strategy within the consumer and industrial market and drive our business development and growth within these markets.

In your new role you will:

- Develop a **successful business and product strategy** for a position **sensor products family in key consumer and industrial markets**
- Quickly capture, analyze and **understand relevant product and market requirements** as well as **competitive trends**
- **Work with our regional and sales organizations** to successfully develop and win business opportunities
- Drive in close **cooperation with technical marketing and R&D the development of product ideas** to successful products with a **competitive value proposition**
- Define and implement a **proper pricing, go-to-market and product ramp-up strategy**
- **Team up cross product line** and divisions **to grow the sensor business efficiently** and effectively as champion for our top consumer applications within our marketing team

This position is suitable for full- and part-time.

Profile

In your role as Manager Product Marketing you respect different attitudes and point of views and use the creative potential they offer. In close collaboration with customers you demonstrate strong communication skills and know how to establish lasting relationships. While you have an excellent business sense and the ability to drive own ideas, you always stay open, flexible and focused on solutions with real added value.

You are best equipped for this task if you have:

- A degree in **Electrical Engineering, Industrial Engineering, Physics** or a comparable technical field

At a glance

Location:

Job ID: **332250**

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:

Job ID: **332250**
www.infineon.com/jobs

Contact

Jana Karger

Talent Attraction Manager



- At least **5 years of professional work experience with a marketing and/or sales background** in a relevant **electronic industry, preferably with focus on consumer products**
- **Excellent communication skills**, especially in worldwide customer communication
- Good **entrepreneurial behavioral skills** as well as the ability to fast **identify and manage business risks** properly
- Good **understanding of complex topics** (e.g. market application, market trends, etc.) as well as the ability to analyze and manage them with support of the organization
- Excellent **English** language skills, German language skills would be a great asset
- The ability and willingness to **travel to our key customers**

Benefits

- **Munich:**

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.

– Automotive (ATV) shapes the future of mobility with micro-electronics enabling clean, safe and smart cars –

Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon **ATV** is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry.

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

** The term gender in the sense of the General Equal Treatment Act (GETA) or other national legislation refers to the biological assignment to a gender group. At Infineon we are proud to embrace (gender) diversity, including female, male and diverse.*

