



Marketing Manager, Partnerships

Job description

Are you looking for the next exciting opportunity to leverage your experience with partnerships or managing external partners? Our IoT Compute Wireless (ICW) within Connected Secure Systems is seeking a Manager of Marketing to drive partnerships with ODMs, SIs, Cloud, CMs, and ecosystem partners with other internal business and product line management teams. Join our growing team and apply today!

In your new role you will:

- **Manage & support partner onboarding** for ICW partners in line with the Infineon partner program
- **Identify & drive partnerships with key partners based on product line, Application marketing, and regional needs**
- Manage partners from a business perspective by **organizing and executing QBRs** (Quarterly business reviews) to ensure ICW objectives are being met
- **Benchmark competitor partnerships and customer needs as inputs for new partnership s**
- **Drive business development efforts with partners** and other internal business and product line management teams
- Collaborate with sales, business development, engineering, project management and corporate marketing teams to guide partner ecosystem & needs
- Work with partners & internal teams to **deliver marketing content including competitive positioning, product updates, sales trainings, webinars, whitepapers, etc.**
- **Support product launches, marketing activities, sales enablement and product training relative to partnerships**

Profile

You are best equipped for this task if you have:

- Bachelor or Masters Degree in Engineering or related discipline and 5+ years in semiconductor and/or technical marketing field
- Experience with partnerships or managing external partners
- Knowledge of IoT connectivity, MCU products and associated applications
- Highly developed interpersonal skills to work with different cultures, departments, and divisions
- Demonstrate a high level of leadership by promoting values that drive behaviors that create a culture of collaboration, teamwork, transparency and a passion for success

At a glance

Location:

Job ID: **338065**

Start date: **Aug 15, 2022**

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: **338065**

www.infineon.com/jobs



- The willingness to travel with medium frequency occasionally

Benefits

- **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
- **El Segundo, 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
- **San Jose, 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

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 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.

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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