



Staff Specialist Application Marketing Digital Identity Asia / Americas (f/m/div)*

Job description

Are you looking for a new challenge in the digital ID sector where you can profitably apply your previous experience in topics concerning Connected Secure Systems? You enjoy working in a future-oriented and dynamic market? Join the CSS Infineon team and contribute to the security of the citizen and the government!

In your new role, you will:

- Lead **Go to Market (G2M) activities and contribute to market introduction for 'ID'** and 'Digital Identity Tokens' applications
- **Capture application requirements and analyze market trends**, consolidating the specific need of the assigned region of responsibility which is **Asia or Americas**
- Establish and continuously update **application roadmap including commercial assessment**
- Collect the understanding of **ecosystem and value chain**, develop and extend an application-oriented network with local and international players in both Government and industry for the assigned region of responsibility, and derive actions to commercialize products for the new applications
- **Support to define, refine and tailor continuously value proposition to customer** and related channels
- **Drive and support selected ID projects** by close cooperation with internal and external players to win new business for Infineon

Profile

You remain aware of the big picture even in complex situations and take decisions despite uncertain circumstances. You are personally committed to the customer's concerns and award them a high priority. As a team player, you accept responsibility for common goals and put the team's results above your own interests.

You are best equipped for those tasks if you have:

- A **degree in Electrical Engineering, Industrial Engineering, Computer Science** or related field/s
- At least **3 years of relevant work experience in technical and/or Marketing field**, ideally in Security & Smart Card Market
- Knowledge in **emerging technologies, such as multi-factor authentication**, is a plus
- Skills in **relationship building and strong partner/customer orientation**

At a glance

Location:

Job ID: **348070**

Start date: **Sep 01, 2022**

Entry level: **3-5 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: **348070**
www.infineon.com/jobs

Contact

Katrin Weiß

Talent Attraction Manager



- Experience with **international players** and in international teams
- **Fluent English communication skills**, German or the willingness to learn it would be an added plus

Benefits

- **Munich:**

Why Us

Part of your life. Part of tomorrow.

Infineon is a world leader in semiconductor solutions that make life easier, safer, and greener. Our solutions for efficient energy management, smart mobility, and secure, seamless communications link the real and the digital world.

–Connected Secure Systems (CSS) is at the heart of the IoT –

The **CSS** division provides end-to-end systems for a connected, secured world – building on trusted, game-changing microcontrollers as well as wireless and security solutions. CSS delivers microcontrollers plus Wi-Fi, Bluetooth® and combined connectivity solutions (known as connectivity combos) along with hardware-based security technologies to power the broadest application spectrum spanning consumer electronics, IoT devices, cloud security, IT equipment, home appliances, connected cars, credit and debit cards, electronic passports, ID cards, and more. The division is at the forefront of computing, wireless connectivity, and trusted technologies that are helping to securely connect the networked systems of today and tomorrow.

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

** 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.*

