



Senior Manager Product Marketing for Intelligent Power Module (IPM) (f/m/div)*

Job description

You are an entrepreneurial thinker, creative problem solver and like to drive things forward? You enjoy working in a dynamic environment with international colleagues from different departments? Then we have the perfect opportunity for you – Join a worldwide leader in semiconductor manufacturing!

In your new role, you will:

- Significantly contribute to the **development of the product strategy and product related content for the bluebook**
- Have significant contribution to the development of **product ideas**
- **Analyze markets / competitors down to product level** using regional input
- **Capture product requirements**
- Significantly contribute to the **definition of the product's value proposition**
- Develop **business case** for the product

Profile

You are a proactive, self-driven character striving to get things done and enjoy working in a complex, demanding field of work. You feel attracted by new ways and novel solutions and want to make a real impact. As an empathic marketing person and business developer, you recognize profitable and strategic business opportunities and realize them thanks to strong decision-making and managerial skills, even in uncertain situations. You are able to think and act on a strategic and tactical level. As a strong team player you furthermore show an open and convincing personality and a high level of intercultural competence.

You are best equipped for those tasks if you have:

- **A degree in electrical engineering, microelectronics, or business administration**, MBA is a plus
- At least 6 years of experience in the semiconductor industry, ideally in product marketing, business development or application engineering
- **Ability to understand technically complex concepts** and then consolidate and present them on a management level
- **An understanding of the products and targeted applications** in the field of **home appliance** and **industrial drives**, to ensure value-based product positioning
- **Fluent English and German skills**, including communication skills for aligning across internal and external contacts

At a glance

Location:

Job ID: **356537**

Start date: **Oct 01, 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:

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Contact

Katrin Weiß

Talent Attraction Manager



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.

– Industrial Power Control (IPC) empowers a world of unlimited green energy –

Power semiconductors play a crucial role in increasing efficiency and reducing energy losses along the whole energy conversion chain.

As the global leader in power semiconductors, Infineon **IPC** delivers pioneering products, solutions and services for smart and efficient energy generation, transmission, storage, and use. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever it is needed.

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

** 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.*

