



Sr Staff Product Marketing Engineer

Job description

Are you looking for a new opportunity on a dynamic team? Take a look at this Sr Staff Product Marketing Engineer role and apply today

In your new role you will:

- Perform market and competitive analysis, identify product gaps and define product roadmap
- Drive New product launch
- Define and execute Go to Market strategy for new product with relevant collaterals - web presence (new product update, roadmaps, parametric search) product briefs, product presentations and product selector guide
- Manage the delivery of whole products including parts, software, firmware, datasheets, app notes, dev kits, white papers, errata, etc, working closely with cross functional teams like design, product engineering and applications.
- Manage new product rollout working closely with regional marketing and sales
- Develop EVC Based pricing strategy and premiums with pricing team
- Coordinate major PL events such as technology/ product conversions, product recalls, etc.
- Drive PL participation in promotional events like trade-shows, webinars, conferences.
- Plan and revise PL level design win or opportunity development funnel to support new products
- Help demand creation in each geographies for key products through regional marketing, distributor and reseller channels externally, and through Cross-Functional Teams (CFTs) internally. Identifies and proposes highest-value customer segments for a given product/solution.
- Trains sales, distributor FAEs to demonstrate products and solutions to customers.
- Drives distribution engagements and channel marketing programs

Profile

You are best equipped for this task if you have:

- Bachelor's degree or equivalent in relevant field of engineering (semiconductors, electronics) , MBA is an added plus.
- 8+ years of experience in **marketing, product management**, engineering disciplines

At a glance

Location:

Job ID: **CY23482**

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: **CY23482**
www.infineon.com/jobs



- Data analytics skills with thorough knowledge of excel, CRM tools.
- Excellent oral and written communication skills
- Experience with A&D customers and applications is an added plus.
- US citizenship is an added plus

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

Our semiconductors are essential for supporting the automotive megatrends: electromobility, automated driving, connectivity, and advanced security. They link the real and the digital world, driving the ever-advancing pace of automotive digitalization. Infineon **ATV** is the number one semiconductor partner in the fast-changing automotive world, based on our system knowledge and our passion for innovation and quality. [Click here](#) for more information about working at ATV with interesting employee and management insights and an overview with more #ATVDreamJobs.

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.

Infineon Technologies Americas Corp. 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.

