



Senior Product Marketing Manager Power MOSFETs (f/m/div)*

Job description

The Product Line for Ultra-Low Voltage MOSFETs (40V) is a young, dynamic and visionary team – driving innovation to enable the megatrends of tomorrow. We are looking for you, to join our diverse team as Product Marketing Manager, taking business ownership for a product group within the product line and define the product roadmap and global strategy. This is the right position for you, if you enjoy working in a dynamic, international environment and want to transform your creativity and entrepreneurial spirit into tangible action!

In your new job you will:

- Drive, define and ensure execution of the **future product roadmap**
- Develop and manage a **business strategy for the product portfolio** to ensure the best positioning in the marketplace, drive revenue growth and increase profitability
- Engage and build **strategic relationships with key and channel customers**
- **Define the value proposition** for the product and **develop the initial market introduction plan** (4Ps)
- Act as **project owner for R&D projects** and orchestrate marketing efforts and deliverables (business case development, requirements gathering) during the development milestone process
- **Intensively collaborate** with Product Management, Technical Marketing, R&D, Quality, among others.
- **Analyze markets/competitors** to gain an extensive understanding of the business environment
- **Team up with worldwide sales, marketing and distribution colleagues** in order to maintain our leading market position
- Support technical marketing and marketing communications with **content for new product introductions and the creation of communication material**
- **Represent the Product Line** to internal and external partners worldwide

Profile

As a Product Marketing Manager, you need a broad technical understanding as well as business know-how and marketing knowledge. Your talent as a networker and entrepreneurial thinker makes it easy for you to work with many different types of people and to explain complex relationships in a simple and clear manner.

You don't follow processes blindly, but you are a proactive, self-driven character,

At a glance

Location:

Job ID: **353342**

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: **353342**
www.infineon.com/jobs

Contact

Manuel Krebs

Talent Attraction Manager



aiming to get things done fast and in high quality. You question things and put every effort into developing the best solution. You know how to keep a cool head in stressful situations and enjoy working in a complex and demanding field of work. As strong team player, you enjoy working in interdisciplinary and international teams with multicultural backgrounds.

You are best equipped for this task if you have:

- A **university master degree in electrical engineering, microelectronics, or economics** with a strong familiarity of the semiconductor environment market
- **5+ years of experience in product- or application marketing, business development or application engineering** related tasks with a strong emphasis on roadmap execution, winning projects and driving revenue
- A thorough **understanding of the products and targeted market/applications** such as motor-drives, SMPS, Telecom, etc. to ensure a right value-based product positioning
- Experience in **(R&D) project management** and process orientation
- Strong **decision-making and leadership** qualities
- International **networking skills and the willingness to travel**
- Fluent **English** skills with German skills as a plus

We offer competitive salaries and additional benefits based on your performance, experience and qualification. This position is subject to the collective agreement for workers and employees in the electrical and electronics industry, employment group I (<https://www.feei.at/wp-content/uploads/2022/05/minimum-salaries-white-collar-workers-2022.pdf>). A higher payment is negotiable depending on your expertise and skills. Furthermore, Infineon offers additional employee benefits.

Benefits

- **Villach:** Coaching, mentoring networking possibilities; Wide range of training offers & planning of career development; International assignments; Different career paths: Project Management, Technical Ladder, Management & Individual Contributor; Flexible working conditions; Home office options; Part-time work possible (also during parental leave); Sabbatical; Child care in Villach & Klagenfurt; On-site social counselling and works doctor; Health promotion programs; On-site canteen; Private insurance offers; Wage payment in case of sick leave; Corporate pension benefits; Flexible transition into retirement; Performance bonus; Accessibility, access for wheelchairs

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.

– Power & Sensor Systems (PSS) drives leading-edge power management, sensing and data transfer capabilities –

Infineon **PSS** semiconductors play a vital role in enabling intelligent power management, smart sensitivity as well as fast and reliable data processing in an increasingly digitalized world. Our leading-edge power devices make chargers, adapters, power tools and lighting systems smarter, smaller, lighter and more energy-efficient. Our trusted sensors increase the context sensitivity of “things” and systems such as HMI, and our RF chips power fast and reliable data communication.

At **Infineon in Villach** you shape the technologies of tomorrow and work in an international environment with more than 3900 colleagues from over 70 nations. Your personal contribution will be valued and appreciated as the cornerstones of our



success. And all that in beautiful surroundings which guarantee a high quality of life.

The **City of Villach** is located in the center of Carinthia, Austria's southernmost province, in close proximity to the Italian and Slovenian border. Due to its particular geographic location and the outstanding natural beauty of the region, Villach and the whole province of Carinthia have for generations been popular holiday destinations for people from all over the world. Living in Austria also has many social, health-care-related and economic perks. The country's social and health care system is among the best in the world and for decades numerous international surveys have singled out Austria as a particularly safe and wealthy country with a high quality of life. Villach benefits from its status as a "small town", offering everyday living at affordable prices in an outstanding setting.

Find out what you like most about Villach and join us:

<https://www.welcome2villach.at/>

** 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.*

