



Senior Manager Product Marketing for Current Sensors (f/m/div)*

Job description

Do you want to be in the driver's seat when it comes to the future of eMobility? Do you want to play a major part in the expansion of our current sensor products? Is pushing projects with several stakeholders what you call "the perfect challenge"? Then joining our Product Marketing team might be a great opportunity for you. We are looking for a Senior Manager Product Marketing for Sensors who loves to do some ground-breaking work and helps us to set a perfect base for our automotive sensor products! Come and join to shape the automotive market of the future with us!

In your new role you will:

- **Define and implement marketing strategies and develop market models for current sensors** with key applications like: On Board Charger, DCDC converter, Power distribution, battery management, or traction inverters.
- **Define a business and customer strategy** to enhance our current sensor growth strategy.
- **Form and shape the Products of the future.** Give guidance within the process of requirement capturing. You own the responsibility for the Product Roadmap of your product family.
- **Accompany the development of the products as market expert and introduce them to the market and your customers.**
- **Drive market and competitor analysis and engage with key customers .** Developing future oriented solutions.
- **Own the pricing strategy and develop customer specific quotes** and business case calculations.
- **Collaborate on project development activities** and support development projects as a team player with your strong marketing competencies.
- Set up a **good and trustful relationship** with your main stakeholders to interact effectively with international Marketing & Sales, Technical Marketing, System Engineering and Program Management.

Profile

You are personally committed to the customer's concerns and award them a high priority. As a true team player cooperate across boundaries and contribute with your hands-on and driver mentality. Simultaneously you remain aware of the big picture even in complex situations and are able to take decisions under pressure. Last but not least with your structured working style you are able to handle abstract matters and communicate complex topics in a condensed form.

At a glance

Location:

Job ID: **354324**

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: **354324**

www.infineon.com/jobs

Contact

Daniel Lichtblau

Talent Attraction Manager



You are best equipped for this task if you have:

- A degree in **electrical engineering, microelectronics, physics** or similar
- **At least 6 years of work relevant experience** and thereof at least 4 years within **Product Marketing** or a proven track record for strong customer focus. Customer interaction like in **Project/Program-Management** or experienced **Account Management** in a high-tech environment in automotive electronics or semiconductor industry
- **Pronounced marketing skills**, preferably you already worked with **complex technical products**
- Experience with **different current sensing principles**
- **Comprehensive knowledge of automotive sensors** to understand technically complex contexts to consolidate and present those on a management level, ideally within the current sensors business
- The **willingness to travel** with a sometimes high frequency. This is also pre-requisite for this position. Customers are mainly based globally, so intercultural competencies are a big plus
- **Excellent English skills**, German would be an asset

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.

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

Semiconductors are essential to realize key trends like eMobility, automated driving and secure, connected cars. Infineon ATV is the #1 semiconductor partner in the fast-changing automotive world, based on our system knowledge coupled with our passion for innovation and quality. We are a key driver in the ever-advancing pace of digitalization in the automotive industry.

** 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.*

