



## Director Product Marketing & Management Automotive LED Lighting Solutions (f/m/div)\*

### Job description

You have an entrepreneur spirit and are business focused? You would like to actively shape the future of the dynamic and rapidly expanding Automotive LED Lighting market? Then we have a great opportunity for you as Director Product Marketing & Management Automotive LED Lighting.

In your new role you will:

- **Define and implement the product marketing and product management strategy** for Automotive LED Lighting solutions
- **Be responsible for regular and accurate product volume demand and pricing planning** as input for capacity planning and financial forecasts
- **Drive and own the product roadmap**, including value proposition, commercial assessment and market and competitor analysis
- **Drive and coordinate the worldwide product go-to-market approach** working closely with regional marketing
- **Manage pricing strategy and guidelines**, customer pricing negotiations and quoting, defines Volume Purchase Agreements (VPA) pricing guideline and limits
- **Responsible for product portfolio optimization** which significantly impacts the PL segment result and long-term growth plans
- **Contribute to overall strategy of the LED product line**, including yearly long-term strategy planning

### Profile

You value team spirit and believe that teamwork is the best way to achieve your goals. You are personally committed to the customer's success and award this a high priority. You remain aware of the big picture even in complex situations and are able to take decisions under pressure. You work across boundaries, establish successful collaboration and appreciate the contributions of other people.

You are best equipped for this task if you have:

- A **degree in Economics or Engineering** or similar
- At least 8 years of **experience in marketing or sales** with focus on business and customers
- A **Team Player-Mindset** with ability to drive, coordinate and structure cross-functional and cross-regional activities and business partners

### At a glance

Location:

Job ID: **354697**

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: **354697**  
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### Contact

**Daniel Lichtblau**

Talent Attraction Manager



- Proficient in **development of new product ideas, roadmap** and associated business cases
- **Experience in product volume demand forecasting and pricing planning**
- Good knowledge in **pricing strategies, customer pricing negotiations** and product portfolio management
- Ability and **willingness to travel**
- Excellent **English** skills, **German** is a plus

## 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.*

