



## Senior Manager Application Marketing Management CAV HV Power Inverter (f/m/div)\*

### Job description

Are you passionate about CAV Powertrain application and power semiconductor? You think like an entrepreneur, enjoy working independently and like to drive things forward? You combine business management, marketing, automotive or semiconductor industry expertise to make entrepreneurial decisions and strategically drive business forward? As Senior Manager Application Marketing Management CAV HV Power Inverter, you create engaging customer relationships and develop the Go-to-Market application strategy! Sounds interesting? Take the chance and apply now!

In your new role you will:

- **Take business responsibility with regards to CAV HV Power Inverter Module application segment**
- **Create understanding of the CAV HV Power Inverter market** and its trends as well as customer needs by **building strategic relationships with our customers, partners and international colleagues**
- **Development of CAV Powertrain application value propositions and application driven input** to product roadmaps
- **Define, drive and deploy the entire Go-to-Market strategy**

### Profile

You put the customer at the heart of your thoughts and actions, demonstrate excellent communication skills and know how to establish sustainable relationships and networks. As business savvy character and with passion to go beyond existing business, you recognize profitable and strategic business opportunities and take the lead when it is necessary to drive things forward. With your hands-on mentality and creativity, you inspire your team members to succeed while never losing sight of pragmatism and the big picture.

You are best equipped for this task if you have:

- A **degree in Electrical Engineering, Physics** or a related technical field
- At **least 6 years of relevant work experience** within the **automotive or semiconductor industry in an application engineering or / and marketing role**
- **Profound expertise in the fields of marketing, engineering and business management roles** of progressively greater scopes and responsibilities
- **Strong and established network** with key players in the **global automotive or semiconductor industry**

### At a glance

Location:  
Job ID: **355722**  
Start date: **as soon as possible**  
Entry level: **5+ years**  
Type: **Full time**  
Contract: **Permanent**

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Job ID: **355722**  
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### Contact

**Katharina Niedermeier**  
Team Lead Talent Attraction



- **Deep CAV Powertrain application and power semiconductor understanding** as well as their value drivers
- **Excellent presentation and communication skills** (towards customers but also internally towards colleagues and top management)
- **Business fluent English skills**, German as 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.

**– Industrial Power Control (IPC) empowers a world of unlimited 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 leading products and solutions for smart and efficient energy generation, transmission and consumption. We strive to make this planet a greener place where sufficient energy is accessible to everyone – wherever and whenever they need it.

[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.*

