

Our client is a leading Semiconductor Company. They design, manufacture and sell semiconductors and software & system solutions for the automotive, industrial, identification and mobile devices markets.

Product Marketing Manager (f/m) - Linear & Switching Regulators (Automotive)

Location: Southern Germany

Key tasks of this role are:

- Business Development
- Stress resistance in working under price pressure
- Define and implementation of product family strategy
- Definition of product roadmaps according to market and customer requirements
- Market and competitor analysis
- Product portfolio management
- Definition and implementation of worldwide pricing strategy and support quoting process
- Development and coordination of market introduction plan (MARCOM)
- Creating and providing product presentations, trainings and fighting guides to internal sales team
- Present product presentations to customers
- Creating and managing financial rolling forecast, and volume rolling forecast
- Provide market and competitor intelligence and become opinion leader within organization
- Align product strategy regional partners and be responsible for regional know-how transfer
- Build up customer relationships and raise awareness for our products by effective promotion

Qualifications:

- BSc or MCs in Electrical Engineering or alternatively relevant experience in lieu
- Several years of experience in the Semiconductor and or Automotive Industry
- Strong Marketing Know-how
- Excellent presentation skills
- Team Player
- Entrepreneurial spirit

Your contact:

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Your consultant:

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We are looking forward to receiving your full CV and references as well as details about your salary expectations (p.a.)