



# Senior Technical Marketing Engineer Automotive

Munich

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## Goals

In order to further enhance our manpower in Automotive we are looking to hire the a.m. person

## Our Client

Our client is one of the main multipurpose global semiconductor companies

## Main Assignments

- Support demand creation and increase design-ins and market share of assigned products at assigned EMEA customers in all automotive applications
- Identify, manage and report opportunities and project awards to management
- Ensure technical support in collaboration with regional application lab and product Division for awarded projects at assigned customer base to ensure business fulfillment
- Coordinate assigned products promotion in EMEA
- Conduct product trainings and webinar, internally and externally, for FSEs / FAEs and customer
- Analyze customer applications and major trends to identify new product needs
- Contribute to new product roadmaps and new product definitions
- Benchmark the products versus competitor products
- Conduct marcom activities of assigned product

## Requirements

- Technical education: Master Degree
- minimum 5 years of experience in a similar position
- Fluent in English and German languages
- Solid knowledge of the automotive market and applications
- Solid knowledge of realtime microcontrollers, in particular for Automotive applications
- Solid knowledge of marketing methodologies and tools
- Business experience in customer project management
- Proven experience in dealing with customers, both direct and distribution ones

*We are looking for any qualified candidate, regardless of gender.*



**SCHUHEDER**  
Consulting

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- Driving license B and willingness to travel
- Soft skills: can-do approach, Initiative and Innovation, Team Work and collaboration, adaptability and flexibility, problem solving, knowledge sharing
- previous experience in embedded system SW programming is preferred, knowledge of the Autosar framework would be a plus

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