

Product Manager Marketing

Marketing



Corporate success at Bosch is determined by innovation capability and an edge in know-how. Accept with us the challenge of new tasks by your willingness to permanently learn something new.

Bosch Sensortec GmbH in Reutlingen provides micro-mechanical sensors and the respective applications for the market of consumer electronics. The young organization is a full subsidiary of the Robert Bosch GmbH, the pioneer and the world's largest manufacturer of micro-mechanical sensors.

Your tasks:

- Product launch: plan the launch of new products and releases and manage the cross-functional implementation
- Marketing intelligence: become an expert on our competitors and on how to beat them
- Demand generation: develop strategies and manage marketing programmes that drive the demand for our products
- Develop product positioning and messaging that differentiates our products in the market
- Sales enablement: communicate the value proposition of the products to the sales team and develop the promotional tools that support the selling process of your products

Your profile:

- University degree (Diploma) in Electronics Engineering or Semiconductor Physics
- 5+ years of experience in semi-conductor business with at least 2 years experience in a product marketing related role
- Excellent people and management skills to interact with management, colleagues, cross-functional teams, third parties and customers
- Competitive positioning skills & passion to question the status quo, innovate and drive change
- Excellent English writing and presentation skills
- Very good command of German language
- Willing to travel

Make it happen. Apply now.

Date: 14.07.2010
Reference no.: DE00023182
Country: Germany
Location: Reutlingen

Apply now online!



Use our online application form and your information will reach us safely and quickly.

Contact HR Department

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