

## Job Profile

<b>Position:</b>	<b>Team Leader Product Marketing – DRAM (m/f)</b>
<b>Our client:</b>	Our client is one of the worldwide leading semiconductor manufacturers.
<b>Location:</b>	Frankfurt area
<b>Goals:</b>	Managing marketing activities within the assigned product range and customer base. Identifying major trends and needs of the DRAM application markets. Developing, implementing and directing effective product marketing strategies to maintain existing markets, generate new markets and secure long-term leadership in achieved markets. Managing and contributing to an effective marketing of DRAM products of a continuously high level.
<b>Main assignments:</b>	<ul style="list-style-type: none"><li>• Coordinate marketing and sales activities with major, key and OEM accounts in his/ her product range</li><li>• Provide sales support by price, product and technical information</li><li>• Set up and update price lists</li><li>• Manage orders, backlog, pricing and sample requests</li><li>• Check and confirm quotations, prices and availability of products and samples</li><li>• Evaluate, adjust and confirm forecasts</li><li>• Provide support to product service and customer satisfaction</li><li>• Prepare presentations and statistics</li><li>• Business development: expand current customer base</li><li>• Arrange and attend customer visits and meetings</li><li>• Organise product promotions for new products, define sales strategies</li><li>• Manage additional organizational and administrative tasks of the team</li><li>• Define and manage budget for assigned product area</li></ul>

**Requirements:**

- University degree/ Master degree qualified in business/ electronics or a comparable education
- relevant experience within product marketing and/ or technical marketing organizations in the semiconductor area
- Experience of memory products (esp. DRAM)
- Extensive marketing thinking ideally from both commercial / technical and strategic perspective
- Strong customer orientation
- Professional presentation skills to convincingly present products/ technologies and concepts to customers
- Excellent analytical skills and conceptual thinking
- Good knowledge of the Memory application markets
- Very good communication skills and ability to negotiate at all levels
- Self starter being able to work under minimum supervision
- Initiative and ability to work in a multi-cultural environment
- Assertive, determined and flexible personality
- Ability to work in a team
- IT familiarity (MS-Office, SAP/R3)

**Contact person:**

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