Head of Digital Customer Platforms - Americas

Your tasks

HOW YOU WILL MAKE AN IMPACT

The Head of Digital Customer Platforms AMER leads the strategy, portfolio, implementation, ownership, operation, and continuous evolution of customer-focused digital platforms across Business Area Americas. The role translates customer, market, and business needs into scalable digital capabilities that enhance customer experience, strengthen commercial effectiveness, and support sustainable business growth across all product segments and sales channels.

The position owns the regional customer platform portfolio and roadmap, including capabilities such as customer engagement (CRM Salesforce), B2B eCommerce (e.g. ContiLink), fleet and retread solutions, B2B websites, billing and self-service platforms, and marketing automation. The portfolio is expected to evolve over time in line with business priorities, customer needs, technology developments, and organizational strategy.

This role drives adoption, operational excellence, and value-realization transparency while Sales and business leaders retain accountability for commercial results.

Customer Platform Strategy, Portfolio, Roadmap and Budget

- Own and maintain the BA Americas customer platform strategy, portfolio, roadmap, capability priorities, and budget planning.
- Establish transparent demand intake, evaluation, prioritization, and portfolio reporting across markets and functions.
- Prioritize initiatives based on customer and business value, strategic relevance, feasibility, scalability, risk, dependencies, and delivery capacity

Product and Platform Ownership

- Provide business ownership and direction for the customer-focused platform portfolio, including Salesforce/CRM.
- Own business requirements, capability priorities, enhancement backlogs, release expectations, adoption objectives, and lifecycle plans

Stakeholder and Market Engagement

- Partner with Market and Sales Leadership, Marketing, Local Market Key Users, Fleet Solutions, and Technical Customer Service organizations.
- Understand customer journeys, pain points, market requirements, and commercial capability needs across all product segments and

Job ID
REF100187E

Field of work
General Management

Location
Fort Mill

Leadership level
Leading Leaders

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tire the Americas, LLC

channels.

Team Leadership and People Development

- Lead and develop a multidisciplinary regional team covering Customer Engagement, project management, billing systems, fleet solutions, and cross-platform customer-solution capabilities.
- Establish clear responsibilities, collaboration models, objectives, development plans, succession coverage, and performance expectations.
- Build strong product management, customer experience, process, platform, project delivery, support, and key-user capabilities.

Platform Operations and Vendor Management

- Ensure effective business support and stable productive operations together with IT and technical platform owners.
- Define support models, responsibilities, service expectations, escalation paths, release processes, and handovers.
- Use central and regional key-user capabilities to support users, coordinate issues, enable testing, maintain documentation, and drive adoption.

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#LI-Hybrid

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in Business Administration, Marketing, Digital Business, Business Information, Computer Science, Engineering, or related field
- 10+ years of professional experience in customer platforms, CRM, eCommerce, digital products, customer experience, sales enablement, digital transformation, or related commercial digital fields
- 2+ years of leadership experience, experience leading people and geographically dispersed, cross-functional teams in an international matrix organization
- Demonstrated track record of leading complex platform or digital initiatives from strategy and requirements through implementation, rollout, adoption, operations, and continuous improvement
- Experience managing platform budgets, vendors, implementation partners, and competing regional stakeholder priorities
- Strong SAP experience or knowledge
- Strong communication, presentation and persuasion skills
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support for internal candidates or for those individuals who hold existing valid employment visas
- A relocation package can be offered if needed
- Internal qualified candidates will meet internal guidelines for this executive level role:
    - 18+ months working internationally, cross functionally or cross

organizationally
- DCfEP or a Best Fit Assessment must be completed

ADDITIONAL WAYS TO STAND OUT

- Master's degree in Business Administration, Marketing or Computer Science
- Experience serving as business owner, product owner, portfolio leader, or senior business partner for enterprise platforms, preferably including SAP, Salesforce/CRM
- Also fluent in Spanish
- Agile Project Management experience
- Savvy AI Technology experience

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employes 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work - 60/40 onsite
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 800-821-2727. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call

about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

Ready to drive with Continental? Take the first step and fill in the online application.

About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 76,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world’s largest tire manufacturers. In fiscal 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division currently employs around 53,000 people worldwide and has 19 production and 16 development sites.