Sr. Business Development Specialist

Your tasks

We are looking for a Senior Business Development Specialist to identify the opportunities of value-added business initiatives and support the implementation and optimization to enhance dealer engagement, improve business effectiveness, and contribute to sustainable growth of the Continental offline channel.

Project Management

- Independently identify, assess, and prioritize business opportunities and value-added initiatives based on dealer needs, business potential, strategic alignment, and expected returns.
- Take ownership of assigned projects from concept development through implementation, ensuring alignment with business objectives, effective stakeholder coordination, and timely delivery.
- Drive cross-functional alignment and mobilize relevant stakeholders to address implementation challenges, resolve issues, and ensure effective project execution.
- Make recommendations on project scope, priorities, and resource allocation, and make decisions within the agreed scope of responsibility to ensure project effectiveness.
- Continuously evaluate project outcomes and identify opportunities to improve, scale, or replicate successful initiatives across relevant offline channels.

Business Review & Analytics

- Establish and manage performance measurement frameworks to evaluate project effectiveness, business impact, and ROI at both project and dealer levels.
- Independently assess initiative performance and recommend or implement adjustments, expansion, or discontinuation based on data-driven insights, commercial viability, and changing market conditions.
- Translate analytical findings into actionable business recommendations to support management decisions on project priorities, investments, and resource allocation.
- Provide regular performance reviews and strategic insights to relevant stakeholders and management to support continuous business improvement.

Cross-functional Collaboration

- Drive cross-functional collaboration with Sales, Marketing, Controlling, Finance, IT, Supply Chain, and other relevant functions to align business priorities and ensure effective project development and implementation.
- Proactively identify opportunities to integrate value-added initiatives into cross-functional business plans and broader company priorities, ensuring consistency with strategic objectives.
- Influence and align stakeholders across functions by presenting business cases, performance insights, and recommendations to

Job ID
REF100474S

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Working time
Full Time

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

facilitate decision-making and execution.
- Maintain effective communication with internal and external stakeholders, proactively address conflicting priorities, and drive resolution of issues throughout the project lifecycle.

Channel Strategy & Business Development

- Analyze channel structures, customer segments, business models, and levels of customer maturity to identify growth opportunities and develop targeted business development strategies.
- Independently conduct market, customer, competitor, and channel analysis to identify emerging trends, unmet dealer needs, business risks, and opportunities for value creation.
- Develop and recommend strategic initiatives and tailored engagement models for different dealer segments to improve channel effectiveness, strengthen dealer partnerships, and support sustainable business growth.
- Evaluate and prioritize business opportunities based on commercial potential, strategic relevance, implementation feasibility, and available resources, balancing short-term results with long-term channel development.
- Proactively identify opportunities to scale successful initiatives, develop new business models, and strengthen the competitiveness of Continental's online and offline channel.

Your profile

Job Qualifications

- University degree in Economics, Business Administration or related subjects with a focus in Sales & Marketing Management.
- 6 years of relevant experience in business development, channel management, retail, automotive, or consumer products industries.
- Experiences in managing cross-functional projects independently, from opportunity identification and business case development through implementation and performance evaluation.
- Experience in developing business initiatives, analyzing commercial performance, and translating business insights into actionable recommendations.
- Ability to manage and track the project executions properly.
- Ability to co-ordinate with different departments and drive project implementation.
- Strong communication skills, both written and verbal, with the ability to convey complex information to a broad audience.
- Strong interpersonal skills with the ability to work independently and within a team environment.
- Able to work under a tight timeline.
- Ease of dealing people from different education backgrounds, culture and organizations.

Our offer

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 €39.7 billion in 2024 and currently employs around 95,000 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 2024, the Tires group sector generated sales of 13.9 billion euros. Continental's tire division employs more than 57,000 people worldwide and has 20 production and 16 development sites.