# Salesforce Central Key User - Americas

## Tus actividades

As Salesforce Central Key User for the Americas, you will serve as a key functional contact for the Customer Engagement Program (CEP) across the region, connecting market organizations, Local Key Users, business stakeholders, global governance teams, and CRM IT. You will help ensure Salesforce is effectively supported, continuously improved, and used to create value across Sales, Marketing, and Service organizations.

Your responsibilities will include:

Support, Training and Enablement

- Serve as the second-level functional contact for Salesforce-related questions, issues, processes, and system needs across the Americas
- Develop and maintain regional Salesforce training and enablement materials
- Conduct functional training for Local Key Users and selected user groups
- Partner with business and data stakeholders to translate information needs into meaningful KPIs, dashboards, and analytical views
- Build and facilitate an active Americas Salesforce Key User community
- Promote knowledge sharing, best practices, consistent processes, user adoption, and continuous improvement across markets

New Capability Implementation

- Own the functional workstream for the rollout of new Salesforce capabilities and enhancements
- Coordinate business requirements, system configurations, workflows, and localization of the Salesforce platform
- Lead functional and Business Acceptance Testing, manage defects and align solution adjustments
- Ensure new functionality is fully validated and ready for regional deployment

Reporting and Data Quality Management

- Own the design, build, testing, automation, and maintenance of reports and dashboards within Salesforce and Microsoft Power BI
- Support Salesforce authorization, compliance, and data-quality activities
- Monitor system usage, recurring support needs, and market feedback to proactively identify opportunities to improve Salesforce.

## Tu perfil

- Bachelor's degree in Business, Information Technology, Information Systems, Data & Analytics, or a related field, or equivalent

Job ID
**REF100783E**

Ubicación
**Jundiaí**

Nivel de liderazgo
**Autoliderazgo**

Flexibilidad laboral
**Trabajo híbrido**

Horario de trabajo
**Tiempo completo**

Unidad jurídica
**Continental do Brasil Produtos Automotivos Ltda.**

professional experience
- **Fluent English and Portuguese is mandatory; Spanish language skills are an advantage**
- Several years of experience working with CRM, Sales, Marketing, Service, or other business-critical IT systems, preferably within a B2B and international environment
- Strong functional knowledge of Salesforce CRM, including experience with business processes, system configurations, workflows, testing, releases, reporting, and continuous improvement
- Practical experience with business reporting, dashboarding, data visualization, and analytics tools, including Microsoft Power BI or comparable solutions
- Experience translating business requirements into system configurations, workflows, process improvements, reporting solutions, and other digital capabilities
- Experience supporting functional system implementations and rollouts, including requirements definition, configuration coordination, testing, defect management, release readiness, and deployment
- Strong project management and organizational skills, with the ability to manage multiple priorities and collaborate effectively with Project Leads, business stakeholders, IT teams, and external implementation partners
- Experience developing training and enablement materials and conducting user training, workshops, or train-the-trainer activities
- Strong analytical and problem-solving skills with the ability to connect business needs, processes, systems, and data
- Excellent communication and stakeholder-management skills, with the ability to operate effectively between regional business organizations, technical teams, and global governance functions
- Strong intercultural capabilities and experience working across countries and functions within an international organization

## Lo que ofrecemos

Please attach your resume in English.

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## Acerca de nosotros

Continental develops pioneering technologies and services for the sustainable and connected mobility of people and their goods. Founded in 1871, the technology company provides safe, efficient, smart and affordable solutions for vehicles, machinery, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2021, the company celebrated its 150th anniversary. With its premium portfolio of the division of cars, trucks, buses, two-wheelers and special tires, the Tires sector of the group provides innovative solutions in the area of tire technology. Smart products and services related to tires and the promotion of sustainability complete the product

portfolio. For specialized dealers and fleet managers, the Tires sector offers digital tire monitoring and management systems, in addition to other services, with the objective of guaranteeing the operation of fleets and increasing their efficiency. With the supplied tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.

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