

Product Marketing Specialist

Your tasks

- Identify and ensure needs of the region regarding products offered by the company for TT, Retread and Digital Solutions.
- Manage a product portfolio to streamline production and inventory planning.
- Develop:
 - New products and launch them on market according to identified needs.
 - Training strategy for distributors and internal personnel to increase their knowledge in product, performance, technologies, segmentation and negotiation.
 - Support material, programs and tools that promote commercialization of products.
 - Strategies that ensure the growth of brand recognition.

Your profile

- Bachelor's Degree
- Advanced English
- Experience:
 - 2 or + years in Marketing
- Knowledge
 - Product: Tires (desirable)
 - Product Life Cycle Management
 - Brand Strategy and Positioning
 - Business Plan Preparation
 - Data-requirements gathering, validation and analysis
 - KPI Management
- Skills
 - Analytical and problem solving
 - Presentation

Our offer

At Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

#LI-LZ1

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

About us

Continental develops cutting-edge technologies and services for the



Job ID
REF49082D

Field of work
Marketing and Sales

Location
Ciudad de México

Leadership level
Leading Self

Job flexibility
Hybrid Job

Contact
Luz Zúñiga

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

sustainable and networked mobility of people and goods. Founded in 1871, the company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of 39.4 billion euros and currently employs around 200,000 people in 57 countries and markets.