

## Product Manager (BDCC)

### Your tasks

#### Your main responsibilities will be:

- Development and execution of Strategy for all ContiTrade Product Portfolio.
- Management of all relevant Product lines throughout the product lifecycle.
- Actively develop the product segment strategy of the brand BestDrive from ContiTrade and Replacement EMEA perspective. Including a holistic approach on the business concept (5P) of the product & service/solution, contribution to the ContiTrade strategy, and under consideration of market, customer, competitive and regulatory, and environmental trends.
- Development and integration of Continental car spareparts portfolio into the existing ContiTrade product portfolio
- Identify opportunities for growth as well as ensure the best fit of product and realization of business plan during the entire product lifecycle of all relevant products.
- Manage the product lifecycle of all relevant product lines from Phase-In to Phase-Out
- Support implementation of product portfolio within ContiTrade markets
- Implement necessary regulatory changes with impact on our portfolio
- Drive new ideas (business model, integration of potential products, changes in customer needs, product features) within respective customer segment.
- Lead the Product Management Community within ContiTrade Markets
- Analysis and documentation of existing processes and derivation of future processes for efficient and effective management of ContiTrade Product Portfolio
- Leading and execution of ContiTrade projects or initiatives with portfolio or product implications.
- Continuous analysis of the competitive environment in EMEA, estimate the future competitor behavior, and derive activities
- Evaluate industry trends and gain intelligence
- Identifying and implementing measures to mitigate portfolio implementation risks.
- Creation of reports, presentations, and analyses for ContiTrade management to provide updates on the status of our Product Portfolio.

### Your profile

#### To succeed in this role you'd need:

- University degree in Business Administration, or any Engineering discipline
- Business knowledge of product portfolio management processes



Job ID  
**REF53881F**

Field of work  
**Marketing and Sales**

Location  
**Sergeičikai I**

Leadership level  
**Leading Self**

Job flexibility  
**Hybrid Job**

Legal Entity  
**Continental Tires Business Services UAB**

- Project Management skills, tools and methodology
- Organizational Change Management and Communication skills (moderation, presentation and negotiation)
- Demand Management skills
- Human relations skills (coaching skills, training, conflict management, cultural sensitivity, open-minded, networking)
- Lean Management skills, principles, methods, tools and their respective application
- Commercial knowledge of the retail business
- Working with cross functional and intercultural groups
- Business process Discovery, Modelling, Analysis, Optimization and Design
- Ability to lead without Authority

## Our offer

Additional information

Professional, dynamic, and multicultural work environment;

- Endless development opportunities in an international company and work with leading world-class technologies;
- Company discounts;
- Discounts in modern employee restaurant;
- Extra paid time off;
- Flexible working hours;
- Mobile work option or work from office operated to the highest level of comfort and sustainability;
- Salary: 2568-4430 EUR (before withholding taxes).

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

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## About us

**For 150 years we've been changing the way the world moves - now it is your chance to design the next chapter of the strategic growth field of Continental Tires.**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2022, Continental generated sales of €39.4 billion and currently employs around 200,000 people in 57 countries and markets.

ContiTrade is the strategic retail arm of the Continental Tire business in Europe. The business purpose of ContiTrade is to facilitate access to the respective markets & leverage Trade opportunities in Europe, the Middle East & Africa (EMEA). The scope of the ContiTrade business ranges from selling tires, tire related services and entire vehicle services for end

consumers, wholesale business and fleet customers through approximately 600 equity stores and 2,300 franchise and network partners. The products and services are done through all our POS (Point of Sales), Onsite and On the road support, as well as through our e-commerce platforms.