

Central Key User Salesforce CRM

Tus actividades

Within the scope of the Tires Global Marketing organization, the Customer Engagement Program has been launched with the aim to achieve higher customer satisfaction through 360° customer understanding, operational excellence and compliant processes, seamless internal communication and collaboration, and a better employee experience - enabled by the new Continental Tires Salesforce Customer Engagement Platform.

This Central Key User (CKU) position represents the interface between Salesforce end-users (represented by their local key users in the market organizations) and global CRM IT with a focus on:

- Collaboration with various contact persons ;in other central and decentral organizational units;
- Developing and conducting trainings
- Participating in the rollout stream of the Salesforce Global Customer Engagement Program;
- Facilitating system development and enhancements within the development stream for Reporting & Analytics of the Salesforce Global Customer Engagement Program incl. data model enhancements, dashboard design & build, testing, documentation and support;
- Maintenance and support of reporting functionalities in Salesforce CRM and related SAP BW tools.

Tu perfil

- Academic degree in the field of Economics, Business, IT or related fields;
- >3 years of experience in operating and maintaining complex, marketing- and sales-related IT- and reporting systems (e.g. Salesforce, SAP BW, Microsoft Power BI, Databricks, SAP R3/S4, etc.) in a B2B industry context;
- Proven project management experience in international and/or cross-functional projects (e.g. work package lead responsibility);
- Experience working in international teams or an international context (desired);
- Experience in facilitating workshops and training sessions;
- Business proficiency in English (written and spoken);
- Willingness to international traveling (up to 15%).

Lo que ofrecemos

Our offer:

- Integration in a dynamic and international work environment;
- Flexible working model;



Job ID
REF62816B

Área de trabajo
Marketing y Ventas

Ubicación
Lousado

Nivel de liderazgo
Autoliderazgo

Flexibilidad laboral
Trabajo Híbrido

Nombre de contacto
Carlos Madureira

Unidad jurídica
**Continental Solution Center
Portugal, Unipessoal, LDA.**

- Collaborative working style;
- Continuous opportunities for the promotion of talent and training.

We are committed to fostering a workplace where everyone feels safe, respected, and valued. All kind of applications are welcome.

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

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Acerca de nosotros

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.