

## Segment Product Manager APAC

### Your tasks

We are seeking a dynamic and strategic Segment Product Manager APAC to join our Product Management team. In this pivotal role, you will be responsible for driving product strategy and execution for 4x4, off-road and LT (Light Truck) product segments for APAC, ensuring our offerings meet the unique needs of customers in this diverse and rapidly evolving region.

Final location whether it is Shanghai, China or PJ, Malaysia will be decided based on final candidate's situation.



Job ID  
**REF73284X**

Location  
**Shanghai**

Leadership level  
**Leading People**

Job flexibility  
**Onsite Job**

Legal Entity  
**Continental Tires Co., Ltd.**

- Develop and execute product strategies for responsible product segments aligned with company goals and APAC market demands
- Conduct comprehensive market research and competitive analysis to identify opportunities and trends in the APAC region
- Set product requirements in line with the product vision
- Develop and maintain a product portfolio with target market coverage in the corresponding segments prioritizing customer needs and business objectives
- Collaborate with cross-functional teams including BA OE, engineering, design, marketing, and sales to deliver high performing and quality products
- Gather and analyze customer feedback, usage data, and market insights to inform product decisions
- Initiate and steer end-to-end product development process, from ideation to launch and post-launch optimization
- Develop business cases and business plans to support product investments
- Manage product lifecycle with reasonable complexity, incl. clearing of articles
- Present product strategies, roadmaps, and performance metrics to senior leadership and stakeholders
- Stay abreast of industry trends, emerging technologies, and regulatory changes affecting the APAC market
- Ensure product launches with support of Launch Manager interfacing operations
- Assist Sales and Marketing in product launches/presentations and deliver the necessary input from product side.

### Your profile

- Bachelor's degree in Business, Marketing or Engineering or equivalent
- 5+ years in tyre industry with product management/technical role with understanding of the project management process
- Experience in 4x4 or off-road tire or car segment is a plus.
- Excellent strategic planning and experience in working in cross-functional teams
- Outstanding communication and presentation abilities, with the

capacity to influence stakeholders at all levels

- Fluency in English
- Demonstrated ability to analyze complex data and translate insights into actionable product strategies
- Experience working in the APAC market and navigating its diverse business landscape preferred
- Knowledge of relevant industry regulations and standards in APAC countries preferred
- Willingness to travel within the APAC region as required

## **Our offer**

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

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