

Market Intelligence Manager - Tires

Feladatok

- Provide insights on markets, customers, competitors and business performance for data-driven business steering in South America.
- Lead the development or enhancement of market & business analytics tools for South America.
- Coordinate strategic planning activities (annual strategy review, budget planning) in South America.
- Manage consumer research activities as well as B2B customer survey projects, present findings and derive recommendations for Sales and Marketing Management in The Americas (including North, Central and South America).
- Report directly to the Head of Strategy, Pricing & Analytics Tires The Americas and functionally to the Head of Marketing Tires South America.
- Lead a team of 2 Market Analysts, responsible for South America.

Profilja

- Bachelor's degree in Marketing, Finance, International Business, Business Analytics, or related fields
- Communication and presentation skills, addressing all levels of the organization including senior management
- Strong data analytics & visualization skills
- Proficiency in Power BI or other data analytics & visualization tools
- Market Research expertise
- Advanced level of English language skills (written and spoken)

Preferred Qualifications:

- Master's degree / MBA in Marketing, Finance, International Business, Business Analytics, or related fields
- Tire Business acumen
- Leadership experience
- Spanish language skills (desirable)

Ajánlatunk

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Rólunk

Continental develops pioneering technologies and services for sustainable and connected mobility. Founded in 1871, the company provides safe, efficient, smart and affordable solutions for vehicles, machinery, traffic and transportation. In 2024, Continental generated sales of €39.7 billion and currently employs more than 190,000 people



Job ID
REF77539J

Telephely
Jundiaí

Vezetői szint
Csoportvezető

Munkahelyi rugalmasság
Hibrid munka

Jogi egység
Continental do Brasil Produtos Automotivos Ltda.

in 58 countries.

The Group Sector Tires generated sales of €13.9 billion globally in 2024. With its premium tire portfolio for cars, trucks, buses, two-wheelers and specialty vehicles, Continental makes a significant contribution to safe, efficient and environment-friendly mobility. It also offers digital tire monitoring and management systems, ensuring the continuous and efficient operation of vehicle fleets.

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