

SAP Sales Distribution (SD) - Central Key User APAC

Your tasks

SAP is the core ERP system powering all commercial processes across the Continental Tire Division. At the heart of it lies the Sales & Distribution (SD) module, which supports all customer-facing sales functions. With over 13,000 users across 55 global sales locations and plants, SD is the backbone of our worldwide sales operations.

The Global Sales Solutions team oversees SD, Electronic Data Interchange (EDI), and the Project Management Office (PMO)—with SD being the largest and most dynamic area. As we prepare for the shift to SAP S/4HANA, the team is driving digital transformation, process excellence, and innovation across our sales landscape.

As a Central Key User SAP SD (Business Consultant), you act as a strategic link between business and IT, translating operational needs into system solutions. You'll collaborate with stakeholders across regions and organizational units, and support teams on-site through international travel opportunities.

Join a diverse, motivated, and globally connected team where team spirit, innovation, and individuality are key to shaping the digital future of Continental Tires.

What You'll Do:

- Contribute to the upcoming S/4HANA integration project, focusing on process optimization, change management, specification, implementation, training, and rollout.
- Drive and lead the automation initiatives using KNIME and Robotic Process Automation (RPA) to streamline repetitive tasks and improve operational efficiency.
- Empower local key users by providing expert guidance to enhance and streamline their sales processes.
- Translate business needs into system solutions by specifying, evaluating, and approving change requests.
- Ensure system reliability by testing and validating enhancements in the productive SAP SD environment.
- Resolve issues efficiently by managing service requests and error tickets via the BMC Helix ticketing system.
- Drive user adoption through engaging training sessions and documentation in formats such as OneNote, PowerPoint, and video.
- Foster collaboration by organizing and participating in international key user meetings.
- Align business needs across the tire division within a unified ERP framework.
- Collaborate cross-functionally with central key users from Finance, Controlling, Purchasing, and other SAP modules.

What You Can Expect:



Job ID
REF79931W

Location
Petaling Jaya

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tyre PJ Malaysia Sdn. Bhd.

- International exposure with up to 10% travel to support global teams on-site.
- A hybrid work model with partial home office flexibility.
- A chance to be part of a diverse, high-performing global team that values innovation, collaboration, and personal growth.
- The opportunity to shape the digital future of Continental Tires through meaningful contributions to a major global transformation.

Your profile

- Degree in Business Sciences, Information Technology, or a related field.
- Fluent in English; a second language is a strong advantage.
- Strong presentation, communication, and training skills.
- Several years of experience in sales, sales-related, or sales-supporting functions (e.g. IT).
- Deep understanding of sales-related business processes and Order-to-Cash workflows.
- Hands-on experience with SAP SD preferred; solid overall ERP process knowledge required.
- Skilled in business analytics, process description, and process design.
- Experience with KNIME and UiPath for automation and data workflows.
- Basic IT knowledge and strong system affinity.
- Proven participation in major projects and initial experience in project management.
- Strong team player with excellent communication skills and a proactive mindset.
- Passion for international collaboration and willingness to travel globally.
- Applicants must reside in Malaysia and have the authority to work legally here.

Our offer

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

About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of 39.7 billion euros 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.