

# Digital Manager

## Descrição da função

Create and Define a digital strategy for COC APAC leveraging digital mindset, tools and approaches. Lead the optimization and development of COC APAC to be the leading customer solution in the industry.

The final location will be decided by the final candidate's location. Either Shanghai, China or PJ, Malaysia.

## Strategy

### COC:

Define, create and implement digital strategy for COC APAC in liason with Head of Digital & Strategy and Marketing heads responsible in each region.

Leverage and partner with IT and key users to improve user experience of COC with b2b customers.

### Fleet Digital Solutions:

Develop strategy for Fleet Digital solutions (ContiConnect, Fleet Check Tool & other Digitized/Digital products) in markets.

Support markets with strategic execution, strategic direction in selling Digital Solutions with tires.

## Project Management:

### COC Operation

Collate & manage all market requirements in COC APAC.

Manage APAC Roadmap for COC APAC.

### COC APAC Development

Manage the performance and evaluate COC usage in markets.

Manage roll out of new customer features in APAC markets.

Evaluate customer product needs and competitor product innovations

Reporting with data insight to continuously improving

## Business Understanding:

Understand market trends, competitive environment, technology, product evolution and eco system development

## Coordination:

Coordinate external and internal stakeholders' requirements, and balance strategy implementation and IT competence. Advise and Consult to BA marketing heads and regional heads regarding digital platforms and opportunities to improve UI/UX with customers in defined markets. Also advise on future direction and functions of COC APAC.

## Requisitos



Identificação da vaga  
**REF817680**

Local  
**Petaling Jaya**

Nível de liderança  
**Leading People**

Modalidade de trabalho  
**Onsite Job**

Pessoa jurídica  
**Continental Tyre PJ Malaysia Sdn. Bhd.**

University/University of Applied Science Degree in Business Administration, Engineering/IT or Technical Subject preferred (or equivalent experience)

Has a min. of 6 years experience in a Digital/Marketing/Sales/RnD/IT

understanding of relevant client segments and their competitive environment

Experience with managing professional networks and customer experience

A cross country project management experience is preferred.

Oversea study and work experience is preferred.

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## **O que oferecemos**

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

## **Quem somos**

The Business Area Tires offers the perfect tires for a wide range of different applications - from cars, trucks and buses to special vehicles, bicycles and motorcycles. Through continuous investment in Research & Development, Continental makes a major contribution to safe, cost-effective and ecologically efficient mobility. The portfolio of the Business Area Tires includes services for the tire trade and for fleet applications, as well as digital management systems for tires.