

Product Portfolio Specialist - Truck Tires - US Marketing

Descrição da função

HOW YOU WILL MAKE AN IMPACT

SG 10/11

Be the liaison to the Product Management team responsible for product development at the Business Area by providing product (New Tires, Retreads, Digital Solutions) insights related to the US Truck Tire market.

Help drive the achievement of business objectives by acquiring, analyzing, and delivering intelligence on the competitive landscape and Continental's position in it (by combining Product, Pricing, Market Intelligence and Promotions information) identify opportunities, and develop recommendations to maximize sales and profitability.

- Works closely with Pricing, Sales, Training and Product Management Business Area Team in order to define and coordinate necessary product performance tracking in the field as well as retro feed the system with relevant performance improvement needed; ongoing evaluation of Product Performance Monitoring (PPMO) and drive changes for improvement.
- Develop recommendations towards Value-Based Pricing: This involves aligning prices with the perceived value that the company's products offer to customers. By understanding customer needs, preferences, and the unique features of our products, setting prices that capture the value customers are willing to pay.
- Works to implement processes and tools for the optimization of use of combined Pricing, Product, and MI intelligence. Leverages quantitative and qualitative techniques to provide actionable insights and generate recommendations from intelligence toolbox. Is able to visualize data in a compelling manner.
- Coordinate the local product roadmap (New Tires and Retreads) and plan and manage accordingly all activities related to product introduction and respective phase-in and phase-out: Training, Marketing Communications, Promotions, etc
- Collaborates with stakeholders to drive overall change management related to leveraging CRM as major pillar in connection to our overall customer and business strategy.

Interfaces:

- Strong and ongoing collaboration within the team (Strategic pricing, Programs, and MI teammates), Product Planning team (at the Business Area Americas) and Data Science to ensure communication flow and that required resources are activated properly to execute the strategy.
- Business Plan Review and New Product Launch involvement as a product / pricing intelligence expert.
- Ongoing communication with sales team, to drive CRM on ongoing basis to provide product market intelligence support as needed.



Identificação da vaga
REF84420X

Área funcional
Marketing and Sales

Local
Fort Mill

Nível de liderança
Leading Self

Modalidade de trabalho
Hybrid Job

Pessoa jurídica
Continental Tire the Americas, LLC

- Strong collaboration with Training to provide insights towards Value Selling initiatives and overall sales training strategy.
- Follow-up and support Digital Solutions TT US product portfolio development.

Strong partnership with US/ local market and Business Area CRM stakeholders to ensure successful implementation and ongoing usage of CRM platform.

We are looking for candidates with:

- Excellent communication skills
- Microsoft office – excel, PowerPoint and Power BI/Tableau
- Business Acumen
- Customer Orientation
- Business Development
- Interpersonal skills
- Analytical
- Hands-on problem solving

Requisitos

WHAT YOU BRING TO THE ROLE

- Bachelor's Degree in Business Administration, Engineer, Marketing, Economics or related.
- 2+ years of related professional experience.
- Medium to advanced level excel skills with ability to create pivot tables, charts and work with v/x-lookup
- Power BI / Tableau skills
- Affinity for numbers and Intellectual curiosity.
- Proven background in market or data analytics.
- Continental is able to pay relocation expenses for this opportunity
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening.

ADDITIONAL WAYS TO STAND OUT

- Master's Degree in Business Administration, Engineer, Marketing, Economics or related.
- 5+ years of related experience.
- Tire or Automotive industry experience

O que oferecemos

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Company vehicle
- Employee Discounts, including tire discounts
- Sales Incentive Bonus Program
- Employees 401k Match

- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Remote Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

EEO-Statement:

EEO / Disabled / Protected Veteran Employer. Continental offers equal employment opportunities to all qualified individuals, without regard to unlawful consideration to race, color, sex, sexual orientation, gender identity, age, religion, national origin, disability, veteran status, or any other status protected by applicable law. In addition, as a federal contractor, Continental complies with government regulations, including affirmative action responsibilities for qualified individuals with a disability and protected veterans, where they apply. To be considered, you must apply for a specific position for which Continental has a current posted job opening. Qualifying applications will be considered only for the specific opening(s) to which you apply. If you would like to be considered for additional or future job openings, we encourage you to reapply for other opportunities as they become available. Further, Continental provides reasonable accommodations to qualified individuals with a disability. If you need assistance in the application process, please reply to Careers@conti-na.com or contact US Recruiting at 248.393.5566. This telephone line and email address are reserved solely for job seekers with disabilities requesting accessibility assistance or an accommodation in the job application process. Please do not call about the status of your job application, if you do not require accessibility assistance or an accommodation. Messages left for other purposes, such as following up on an application or non-disability related technical issues, will not receive a call back.

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

Quem somos

THE COMPANY

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, traffic and transportation. In 2024, Continental generated sales of €39.7 billion and currently employs around 190,000 people in 55 countries and markets.

With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of

keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.

Are you ready to shape the future with us?