

## Sales Director - Retail Channel

### Descrição da função

#### HOW YOU WILL MAKE AN IMPACT

Create a strategy and lead sales efforts for the US PLT RE US Retail channel to achieve sales and profit objectives. The main activities include creating a multiyear roadmap, manage customer relationships, leading the team and creating commercial agreements to ensure sales targets are achieved. Understanding of the US retail market and category management are keys to success as well.

- Define channel strategy, manage customer relationships, and achieve sales targets:
  - Create and execute strategy to deliver on mid-term sales plans for the retail channel, which accommodates for current and future trends
  - Manage executive relationships with key customers to capture our pull through opportunities and grow our business to maximize sales targets.
  - Direct the sales growth in units and margins (\$/%) for channel portfolio of accounts
    - Portfolio includes large retail Direct Accounts
    - Develop and execute customer program incentives in line with overall channel / US market strategy
- Lead overall development of the Retail team within the PLT US RE Market.
  - Ensure necessary training (retail screen, analytics etc.) and development of the team to execute sales strategy and hit sales targets.
    - Retail positioning, expected margin calculation and thorough understanding of the business planning process
- Coordinate exclusive products
  - Work with Product planning, development, supply chain to launch and maintain exclusive products
  - Manage the overall business to find mutual opportunities with our customers
- Ensure customer collaboration, data connections and processes are streamlined
  - Connect with customer data sources to provide FC / Sales transparency
  - Support monthly collaboration process with key customers to ensure mutual goals are being achieved
- Other
  - Provide input into PLT US strategy, pricing, programs, promotions, new products, advertising, and other policies and procedures that impact the channel sales
  - Establish and manage the budget and forecast (monthly/annual) for channel.
  - Represent PLT RE US at internal and external events



Identificação da vaga  
**REF92345Y**

Área funcional  
**Marketing and Sales**

Local  
**Fort Mill**

Nível de liderança  
**Leading Leaders**

Modalidade de trabalho  
**Hybrid Job**

Pessoa jurídica  
**Continental Tire the Americas, LLC**

## **Requisitos**

### **WHAT YOU BRING TO THE ROLE**

- Bachelor's Degree
- 10+ years of relevant professional experience
- 5+ years tire industry sales experience
- 3+ years of proven leadership experience
- International or highly matrixed organizational experience
- Internal qualified candidates will meet internal guidelines for this executive level role
  - DCfEP or a Best Fit Assessment must be completed
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support and for internal employees
- Relocation is offered

### **ADDITIONAL WAYS TO STAND OUT**

- Masters Degree or related
- 10+ years of tire industry sales experience
- Retail Sales experience
- Strong communication and analytical skills
- Strong negotiating and problem-solving capabilities
- Self-starter
- Solid "team" orientation

## **O que oferecemos**

### **THE PERKS**

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Company Car
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

All your information will be kept confidential according to EEO guidelines.

### **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](mailto:Careers@conti-na.com) or contact US Recruiting at 800-821-2727. 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

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