

BestDrive Pricing Analyst II

Your tasks

HOW YOU WILL MAKE AN IMPACT -

The Pricing Analyst II plays a strategic role in developing, analyzing, and optimizing pricing strategies that drive profitability, competitiveness, and revenue growth across a multi-location tire retail organization. This position is responsible for advanced pricing analysis, margin optimization, competitive positioning, and pricing governance, with a higher degree of autonomy and business influence.

Partnering closely with Sales, Operations, Finance, and Leadership, the Pricing Analyst II translates complex data into actionable insights that inform pricing decisions at the store, regional, and enterprise level.

This position is best suited for an experienced analyst who demonstrates strong pricing acumen, business judgment, and the ability to influence decisions through data-driven insights.

Key Responsibilities

- Develop and evaluate pricing strategies by market, customer segment, product category, and sales channel
- Lead margin optimization initiatives, including mix analysis and pricing effectiveness assessments
- Analyze competitive pricing and recommend strategic pricing actions to improve market positioning
- Assess the impact of pricing decisions on revenue, margin, and volume at store, regional, and enterprise levels
- Support customer-specific, contract, and national account pricing models
- Partner with Sales and Operations to ensure pricing strategies are operationally executable and scalable
- Design, maintain, and deliver executive-level pricing dashboards and reporting
- Identify pricing risks, inconsistencies, and leakage; recommend and support corrective actions
- Support pricing governance, controls, and approval workflows
- Conduct price elasticity, sensitivity, and scenario analyses to support strategic pricing decisions
- Monitor pricing performance trends and proactively recommend adjustments based on market dynamics
- Support new product introductions, promotions, and pricing pilots with financial analysis and post-implementation reviews
- Partner with Finance on forecasting, budgeting, and margin planning related to pricing initiatives
- Develop standardized pricing methodologies, tools, and documentation to improve consistency and scalability
- Analyze customer profitability and lifetime value to inform pricing and discount strategies



Job ID
REF93917H

Field of work
Finance and Controlling

Location
Charlotte

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire the Americas, LLC

- Support regional and enterprise leadership with ad hoc pricing analyses and executive presentations
- Evaluate promotional effectiveness and recommend improvements to pricing and discount structures
- Collaborate with IT and data teams to enhance pricing systems, data quality, and automation
- Ensure pricing decisions align with overall commercial strategy, brand positioning, and financial targets
- **Core Competencies**

Pricing Strategy & Financial Acumen

- Advanced understanding of pricing structures, cost drivers, and margin optimization
- Evaluates pricing trade-offs and recommends strategies that balance revenue growth and profitability
- **Advanced Analytical Capability**

- Ability to analyze complex data sets and identify trends, risks, and opportunities
- Translates analysis into clear, actionable business recommendations
- **Business Partnership & Influence**

- Partners effectively with Sales, Operations, Finance, and Leadership
- Influences decisions through data and insight rather than authority
- **Systems & Technical Proficiency**

- Advanced Excel skills; experience with BI tools (Power BI, Tableau, SQL preferred)
- Strong command of pricing, POS, and ERP systems
- **Communication & Executive Presence**

- Communicates complex pricing insights clearly to diverse audiences
- Prepares executive-level summaries and presentations
- **Compliance & Pricing Governance**

- Ensures pricing strategies align with internal policies and approval frameworks
- Identifies and escalates pricing risks or control gaps
- **Accountability & Prioritization**

- Operates independently with minimal supervision
- Manages competing priorities and deadlines in a fast-paced retail environment

Your profile

WHAT YOU BRING TO THE ROLE -

- Bachelor's degree in Finance, Economics, Business, Analytics, or related field
- 4-7+ years of progressive experience in pricing, financial analysis, or revenue management
- Advanced analytical and problem-solving skills
- Proven ability to partner cross-functionally and influence stakeholders
- Strong attention to detail with a strategic mindset.

Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job opening.

ADDITIONAL WAYS TO STAND OUT -

- Experience in multi-unit retail, automotive, or tire industry pricing
- Exposure to promotional modeling, contract pricing, or elasticity analysis
- Experience supporting executive or senior leadership decision-making

Our offer

Work Environment & Physical Requirements

- This position is primarily based in a professional office environment at the company's headquarters.
- Work is performed indoors in a climate-controlled setting.
- The role involves regular use of a computer, including keyboarding, viewing screens, and utilizing standard office equipment.
- The position requires the ability to sit for extended periods of time, with occasional standing or walking.
- May require light lifting of office materials (generally up to 10-15 pounds) on an infrequent basis.
- Minimal travel may be required, if any, for meetings or training.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the role.

THE PERKS -

- Immediate Benefits
- Paid Time Off
- Employee Discounts, including tire discounts
- Employer 401(k) Match
- Diverse & Inclusive Work Environment
- Employee Assistance Program
- Future Growth Opportunities
- And 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 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.

About us

BestDrive, a wholly owned subsidiary of Continental, is quickly becoming the top choice among commercial trucking fleets for our high-quality products and exceptional service. BestDrive Commercial Tire Centers specializes in providing fleet customers with innovative tire solutions including award-winning Continental and General Tire brand products, innovative commercial solution products such as ContiPressureCheck, and a wide array of multi-brand truck tires to address all market segments. Since our founding in 2012, we presently have 25 locations throughout the United States and continue to rapidly expand our footprint throughout the country.