

# Head of Marketing and Strategy IAM

## Tus actividades

### \*\*Strategic Planning & Innovation\*\*

- Develop and drive the Innovation Strategy aligned to corporate strategy
- Implement and maintain innovation management processes and lead the Innovation Community
- Conduct business, customer, and technology validations to support new business model development
- Implement the Business Development Process within the business area
- Review the innovation funnel and initiate strategic actions accordingly

### \*\*Marketing & Communications\*\*

- Create, align, and maintain marketing and communication standards and guidelines
- Develop and implement global channels, platforms, and digital presence (website, social media, etc.)
- Build and manage brand portfolio and brand architecture
- Implement and lead the customer journey council
- Ensure professional online representation across all BA digital touchpoints

### \*\*Pricing Strategy & Portfolio Management\*\*

- Develop and execute strategic pricing aligned with competitive positioning and margin objectives
- Coordinate price adaptations based on segment requirements and market intelligence
- Evaluate competitive data and develop pricing for new products without established price levels
- Define pricing processes, methods, and tools for the business area
- Steer strategic portfolio management and pricing initiatives

### \*\*Performance & Stakeholder Management\*\*

- Regularly review and evaluate product line performance, recommending necessary actions
- Identify innovation synergies across business areas
- Represent the business area in corporate initiatives and partnerships
- Advocate for the business area in group councils
- Coordinate and lead the strategic planning process and Hoshin Kanri Matrix execution
- Ensure proactive customer coordination and oversight of order management and complaint processes



Job ID  
**REF94267R**

Área de trabajo  
**Marketing y Ventas**

Ubicación  
**Fairlawn**

Nivel de liderazgo  
**Liderando Negocios**

Flexibilidad laboral  
**Onsite Job**

Unidad jurídica  
**ContiTech USA, Inc.**

## Tu perfil

Bachelor's degree in business studies, marketing, communications or related area

10 years of professional experience in the management, preferably including marketing and sales, project management, commercial management, innovation and communications

5 year or more of leadership experience

International experience - 18+ months of cross functional/organizational experience

## **Lo que ofrecemos**

Visa sponsorship for Continental employees only.

relocation assistance available.

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.

## **Acerca de nosotros**

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.

ContiTech is one of the world's leading industry specialists. The Continental group sector offers its customers connected, environment-friendly, safe and convenient industry and service solutions using a range of materials for off-highway applications, on rails and roads, in the air, under and above the ground, in industrial environments, for the food sector and the furniture industry. With about 42,000 employees in more than 40 countries and sales of some 6.8 billion euros (2023), the global industrial partner is active with core branches in Asia, Europe and North and South America.