

# Head of Marketing and Strategy IAM

## 工作职责

### \*\*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

## 职位要求



职位号码

**REF94267R**

工作职能

市场营销与销售

所在地

费尔劳恩

领导力级别

领导业务

工作场所灵活度

现场办公

法律实体名称

**ContiTech USA, Inc.**

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

我们可以提供

Visa sponsorship for Continental employees only.

relocation assistance available.

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

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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.