

Senior Pricing Analyst

Your tasks

This role provides support to the **Passenger and Light Truck - Replacement Business Unit** in defining the most appropriate pricing strategies for **Ecuador and Colombia**, balancing market competitiveness and profitability.

The successful candidate will be able to build **strong relationships** across different organizational levels and effectively **lead and implement pricing initiatives**. They will be responsible for driving timely and efficient pricing actions while ensuring the consistent execution of established pricing strategies.

Additionally, this role includes **leading market price surveys** and developing and maintaining **analytical reports and dashboards** to support **data-driven decision-making** within the company.

A solid background in market research, strong statistical and analytical skills, and the ability to improve existing processes while identifying market opportunities and trends are essential for success in this position.

Your profile

- Minimum of **5 years** of experience in Pricing.
- Bachelor's degree in Engineering, Statistics, Economics, or Business Administration.
- Advanced proficiency in PowerBI, MS Excel, VBA, and statistical tools.
- Strong expertise in market research and analytical profiling.
- Proven ability to collaborate effectively with Sales, Marketing, Finance, and Operations teams.
- Excellent negotiation and influencing skills.
- Fluent in English and Spanish (Portuguese is a plus).

Our offer

- **Manage and continuously improve Pricing processes and tools in Ecuador and Colombia**, delivering high-quality outcomes for the PLT Business Unit while leveraging market research to identify opportunities for sales growth, revenue enhancement, and profitability maximization.
- **Monitor market dynamics by developing and maintaining analytical reports**, enabling the identification of pricing opportunities across different regions, sales channels, brands, marketing lines, and rim sizes.



Job ID
REF95010K

Location
Ambato

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire Andina S.A.

- **Define optimal price positioning across multiple sales channels** to maximize profitability while maintaining competitiveness against key Continental competitors.
- **Develop monthly tactical action plans**, with a strong focus on volume-driven promotional initiatives.
- **Apply statistical pricing and elasticity analysis to support pricing decisions** (experience with price elasticity modeling is highly advantageous).
- **Actively participate in Pricing committees with senior leadership**, presenting results, highlighting opportunities, and supporting strategic decision-making.

Hybrid work: home office 2 days a week.

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

About us

About Continental:

Continental develops pioneering technologies and services for the sustainable and connected mobility of people and their goods. Founded in 1871, the technology company provides safe, efficient, smart and affordable solutions for vehicles, machinery, traffic and transportation. In 2021, Continental generated sales of €33.8 billion and currently employs more than 190,000 people in 58 countries and markets. On October 8, 2026, the company will celebrate its **155th anniversary**. With its premium portfolio of the division of cars, trucks, buses, two-wheelers and special tires, the Tires sector of the group provides innovative solutions in the area of tire technology. Smart products and services related to tires and the promotion of sustainability complete the product portfolio. For specialized dealers and fleet managers, the Tires sector offers digital tire monitoring and management systems, in addition to other services, with the objective of guaranteeing the operation of fleets and increasing their efficiency. With the supplied tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.

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