

Market Demand Planner

Your tasks

Purpose:

Collect, elaborate, and analyze market demand forecasts based on information from Product, Sales, Business Intelligence, and Finance departments. Utilize market demand forecasts to adjust planning settings and ensure critical processes for product availability, inventory performance, and customer fill rate are optimized.

Key Responsibilities:

- Actively participate in continuous process improvement projects and strategic initiatives aligned with organizational roadmap strategies
- Balance inventory across multiple warehouse locations (Mexico: SLP, GDL, MTY) and manage consignment stock for strategic customers (MR, Fleets, CD) to optimize stock distribution and operational efficiency
- Ensure product availability based on demand forecasts and historical sales data while maintaining a healthy inventory structure for imported products (EU, US, BR, EC) SKUs
- Monitor supply and inventory status, including tracking changes, implementing corrective actions, managing open orders, and conducting backorder analysis
- Execute PIPO processes and oversee production follow-up activities, including SOP meetings, review of new articles scheduled for production in SLP, and tracking production timelines and launch volumes
- Develop and analyze key performance indicators and business performance reports (Forecast Accuracy, Fill Rate, Additional Inventory, PSI), including root cause analysis and action plans for improvement
- Elaborate demand forecasts utilizing statistical methods and collaborative forecasting processes; upload forecasts to APO and provide sales forecast inputs to MIMap
- Maintain replenishment settings (SST) in MADA in coordination with the Demand Central Team and communicate product availability information to market stakeholders with full transparency

Your profile

Required Qualifications:

- Bachelor's degree in Industrial Engineering, Business Administration, Supply Chain Management, or related.
- Fluent English language capabilities, both written and verbal, at a professional level.
- 3-5 years of substantive professional experience in **demand planning**, **supply chain management**, or **inventory optimization (A MUST)**.
- Demonstrated mastery in demand planning methodologies within



Job ID
REF95508E

Field of work
Manufacturing Operations and Production

Location
Santiago de Querétaro

Leadership level
Leading Self

Job flexibility
Hybrid Job

Legal Entity
Continental Tire de México, S. de R.L. de C.V.

ERP or MES environments.

- Advanced command of inventory management principles, practices, and strategic applications.
- Rigorous expertise in statistical modeling, quantitative analysis, and data interpretation.
- Advanced proficiency with enterprise data systems and supply chain IT infrastructure.
- Documented track record of leading or substantially contributing to process improvement initiatives or strategic organizational projects (minimum 6 months duration).

Our offer

Continental we are committed to building an inclusive and discrimination-free ecosystem in Mexico, these principles are rooted in our corporate philosophy and culture. Therefore, it is totally forbidden to request a pregnancy or HIV test as part of our selection processes.

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About us

Continental desarrolla tecnologías y servicios vanguardistas para la movilidad sostenible e interconectada de personas y bienes. Fundada en 1871, la empresa de tecnología ofrece soluciones seguras, eficientes, inteligentes y asequibles para vehículos, máquinas, tráfico y transporte. En 2022, Continental generó ventas por 39 400 millones de euros y actualmente emplea a unas 200 000 personas en 57 países y mercados.

Con su cartera de productos de primera calidad en el segmento de llantas para automóviles, camiones, buses, vehículos de dos ruedas y especiales, el sector del grupo Llantas es sinónimo de soluciones innovadoras en el ámbito de la tecnología de las llantas. La cartera se completa con productos y servicios inteligentes relacionados con las llantas y la promoción de la sostenibilidad. Para los concesionarios especializados y la administración de flotas, el grupo Llantas ofrece sistemas digitales de monitoreo y gestión de llantas, además de otros servicios, con el objetivo de mantener las flotas en movimiento y mejorar su eficiencia. Con sus llantas, Continental contribuye significativamente a una movilidad segura, eficiente y respetuosa con el medioambiente.