

Market Intelligence (Business Intelligence) Specialist

Your tasks

HOW YOU WILL MAKE AN IMPACT

Supports the achievement of Business Unit objectives by efficiently acquiring, managing, and contributing market and company business information, enriching and supporting the strategic decision-making processes. Leads or participates in special projects related to market research to support departmental and business unit objectives and market demand.

- Convert complex data into simple visually compelling outputs.
- Ensures implementation of marketing information processes and the corresponding systems and reporting tools to manage and communicate information on customers, competitors, macroeconomic and industry trends, etc.
- Supports effectiveness and success of the USTMA program by involvement in all areas of the program. Ensures accuracy, timeliness, and optimization of USTMA/CTA Statistical Program.
- Analyzes information, draws conclusions, and makes recommendations using various databases such as USTMA and RL Polk to support sales and marketing department's long/short term objectives. Works with these constituents to continuously look for process improvement in order to best support the goals of the organization and increase sales using these as consultative selling tools.
- Responsible for the local coordination / execution of all Business Unit planning phases (e.g., Strategy, Budget) in relevant geographies via development and analysis of market and sales evolution, synthesis, and overall process management (getting team members together, adherence to deadlines on all inputs to the Business Unit etc.)
- Research and analyses business data regarding new products, customers, competitors, promotions and provides regular and relevant development tracking on CTA positioning.
- Develops and implements efficient market intelligence acquisition and collection structures and tools (i.e., for information gathered from the sales force), ensuring integration/use in the department and during planning seasons.
- Ensure briefing, planning and execution of different types of surveys (ad-hoc and combined).
- Leads and follow through to completion of special research projects

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Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's Degree
- 5+ years of relevant analytical related experience



Job ID
REF95641K

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Self

Job flexibility
Onsite Job

Legal Entity
Continental Tire the Americas, LLC

- Strong Business Intelligence experience
- Expert Excel and PowerPoint skills
- Strong analytical, statistical and problem-solving skills
- Project Management experience
- Comfortable working with and presenting to Senior Level Executives, strong communicator
- Experience working with stakeholders, strong customer focus skills
- Market research knowledge, planning and execution experience
- Legal Authorization to work in the US is required. We will not sponsor individuals for employment visas now or in the future for this job opening
- Can offer a relocation package if needed

ADDITIONAL WAYS TO STAND OUT

- 7+ years of relevant Business Intelligence related experience
- Automotive knowledge
- OEMs and Aftermarket knowledge
- Knowledge and tracking of the market and business environment
- Tableau and Power BI experience
- SQL experience for visualization of POLK data
- Data visualization experience

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

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 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.

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About us

Continental is a leading tire manufacturer and industry specialist. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 78,000 people in 54 countries and markets.

Tire solutions from the **Tires group sector** make mobility safer, smarter, and more sustainable. Its premium portfolio encompasses car, truck, bus, two-wheel, and specialty tires as well as smart solutions and services for fleets and tire retailers. Continental has been delivering top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 19 production and 16 development sites.