

# JP Tire\_RE Pricing&Product Management Specialist

## Ihre Aufgaben

### Mission / Purpose of the position

Drive profitable growth for PLT Japan by integrating Pricing, Product Management, and Market Intelligence into a cohesive, data-driven function: establish a clear pricing strategy and governance based on market and competitor insights to optimize margins; manage product portfolio positioning and lifecycle to ensure strong market fit and competitive differentiation; and deliver actionable intelligence on market trends, pricing dynamics, and competitor activities to support faster, fact-based decision-making—ultimately strengthening sales effectiveness and enabling sustainable profit growth.

### Pricing Strategy & Governance

- Develop and implement a transparent and competitive pricing strategy across segments
- Define pricing positioning based on market and competitor benchmarks
- Establish and manage pricing policies, guidelines, and approval processes
- Lead pricing for new product launches and portfolio repositioning
- Drive market segmentation through pricing logic and strategic recommendations

### Pricing Execution & Commercial Support

- Set up and maintain structured price lists aligned with strategy
- Monitor market dynamics and propose promotion schemes under profitability guidelines
- Communicate pricing and promotions to internal and external stakeholders
- Support Sales with pricing tools, negotiation logic, and campaign frameworks

### Pricing Intelligence & Profitability Management

- Develop and deliver pricing reports and analysis to management and HQ
- Monitor competitor pricing, market trends, and cost developments
- Steer product profitability and mix in close cooperation with Controlling
- Provide data-driven recommendations for price adjustments and margin optimization

### Product Strategy & Portfolio Management

- Develop and execute product strategy and roadmap aligned with market needs and company goals
- Define product positioning, segmentation, and role within portfolio
- Optimize local product portfolio (line-up, fitment, lifecycle)



Job ID  
**REF95978N**

Standort  
**Tokyo**

Leadership Level  
**Leading Self**

Job Flexibilität  
**Hybrid Job**

Rechtliche Einheit  
**Continental Tire Japan Co. Ltd.**

management)

- Identify market gaps and opportunities for new products or enhancements
- Collaborate with HQ, R&D, and Supply for product development and allocation

#### Product Launch & Go-to-Market Execution

- Lead new product / new size business planning and market introduction
- Develop product positioning strategies, contribute to go-to-market execution
- Create product messaging, catalogues, and sales materials
- Ensure execution of launch readiness (training, documentation, promotion)
- Ensure product compliance with JATMA labeling and regulatory requirements, including coordination of test schedules with HQ/R&D and leading local implementation

#### Marketing Intelligence & Data Management

- Define and manage a structured marketing intelligence databank, including update procedures and governance
- Ensure regular data updates via internal sources and external agencies, improving data accuracy and efficiency
- Continuously enhance databank functions based on internal/external needs
- Maintain a monthly market intelligence update, including newsletters and industry news highlights
- Contribute to build and maintain dashboard/data update to support decision-making

#### Cross-functional Collaboration & Stakeholder Management

- Act as key interface between HQ, Sales, Marketing, Controlling, and R&D
- Present local market insights and product strategy in HQ functional meetings
- Provide product and pricing training/support to internal teams
- Ensure alignment across functions to drive effective execution and business impact

#### Internal Marketing Team Collaboration

- Work closely with PR/Communications to align product messaging, brand positioning, and key storytelling based on product strategy and market insight
- Provide market intelligence insights to guide campaign planning, media focus, and target audience definition
- Co-develop go-to-market plans, ensuring alignment across product positioning, pricing logic, and communication strategy, and support product launch execution
- Act as the bridge to ensure marketing activities are grounded in product value and commercial reality, and that field feedback is looped back into product and pricing decisions

## **Ihr Profil**

## **Core Requirements**

- Bachelor's degree in Business, Marketing, Economics, Engineering, or related field
- Business level Japanese and English
- Strong analytical background; knowledge of data analysis tools (Excel, BI tools)
- Around 3-7 years of experience in Pricing, Product Management, Market Analysis, or Commercial roles
- Good understanding of market trends, competitor analysis, and customer needs
- Ability to manage multiple tasks and work in a fast-paced environment
- Demonstrated ability to lead cross-functional initiatives and drive alignment across departments
- Ability to take ownership and drive projects independently in a dynamic environment

## **Preferred Qualifications**

- Advanced degree (MBA or equivalent)
- Experience in automotive, tire industry, or related sectors
- Experience supporting product launches, or go-to-market activities
- Experience in supporting or guiding team members and stakeholders
- Experience working in an international or cross-cultural environment

## **Unser Angebot**

CV (Rirekisho) in Japanese and Work History in Japanese/English are required.

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## **Über uns**

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