

# JP Tire\_RE Pricing&Product Management Specialist

## Descrição da função

### 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)



Identificação da vaga  
**REF95978N**

Local  
**Tokyo**

Nível de liderança  
**Leading Self**

Modalidade de trabalho  
**Hybrid Job**

Pessoa jurídica  
**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

## **Requisitos**

## **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

## **O que oferecemos**

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

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

## **Quem somos**

Continental develops pioneering technologies and services for sustainable and connected mobility of people and their goods. Founded in 1871, the technology company offers safe, efficient, intelligent and affordable solutions for vehicles, machines, 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, 2021, the company celebrated its 150th anniversary. With its premium portfolio in the car, truck, bus, two-wheel and specialty tire segment, the Tires group sector stands for innovative solutions in tire technology. Intelligent products and services related to tires and the promotion of sustainability complete the product portfolio. For specialist dealers and fleet management, Tires offers digital tire monitoring and tire management systems, in addition to other services, with the aim of keeping fleets mobile and increasing their efficiency. With its tires, Continental makes a significant contribution to safe, efficient and environmentally friendly mobility.