

# Head of Marketing & Strategy IAPAC

## Responsabilități

As a member of Industrial Solutions APAC (IAPAC) Executive Leadership Team, the role is responsible for the 5 "P" of Marketing: Product, Price, Promotion, Place and People. You will:

- Develop and execute the regional product portfolio by using the product lifecycle approach incl. price points, create product training materials, identify and develop current and future value-selling opportunities, support standardization of portfolio, support regional & global alignment and roll-out of portfolio incl. product launch project management, where applicable.
- Develop, execute and enforce the Business Area (BA) pricing strategy, support execution of segment strategy, collect market pricing intelligence and analyze lost/won orders.
- Be responsible for marketing communications for the Region.
- Promote value creation in the BA by providing strategical and processual framework and guidance for innovation, develop and execute the Innovation Strategy for the BA as part of the Global ContiTech Innovation, Technology and Business Roadmap
- Be responsible for Strategy Development, M&A and Business Field Portfolio Management (planning, support, KPI tracking) in alignment with group sector strategy planning.
- Responsible for leading and developing the Marketing & Strategy (M&S) staff.

## Product Management

- Develop and execute the regional Product Portfolio by using the Product Lifecycle approach (ownership) including price points
- Create product training materials
- Identify and develop current and future value-selling opportunities
- Support standardization of portfolio, including Product Master Data Management ownership (PIM) from marketing perspective
- Support regional & global alignment and roll-out of portfolio including Product Launch Project Management, where applicable

## Business Development

- Strategy and Portfolio Management (planning, support, KPI tracking)
- Market Intelligence: Coordinate BA requirements with central pool and support with BA perspective
- Regional branch of Group Sector for M&A & Partnership strategy

## Innovation Management

- Manage the BA Innovation Funnel
- Ensure the execution and validation of the BA Innovation Process
- Coordinate the use of Innovation Programs, Methods and Tools
- Actively Participate in the Innovation people empowerment initiatives



Job ID  
**REF96643I**

ID poziție  
**Marketing & Vânzări**

Domeniul de activitate  
**Singapore**

Nivelul de Leadership  
**Leading Business**

Flexibilitatea programului de lucru  
**Onsite Job**

Persoană juridică  
**ContiTech Singapore Pte. Ltd.**

- Provides input to the Innovation Strategy and implements it in the BA
- Business Modelling for the Region

### **Marketing Communications**

- Develop and execute (Global) Product related Communication strategy for regional requirements on all channels (including Digital)
- BA Content Creation and support for all channels
- Brand and Trademark Portfolio Management, including regional domains
- Event Management
- Support of product launches and managing campaigns including campaign success management

### **Tactical Pricing and Contract Management**

- Harmonized pricing processes, methods, standards & tools and support for Product Management and Segments
- Execute and enforce pricing strategy, also based on market pricing intelligence
- Contract & claim management, aligned with Group Sector
- ComEx coordination of BA, e.g. pricing data transparency

### **Leadership**

- Inspire people, within the framework of Continental's Leadership Philosophy (values-based & transformational)
- Provide employees and/or colleagues support and guidance in an increasingly complex and more dynamic working environment; build and maintain trust and foster our corporate Values; balance the needs of our customers, our company and our colleagues
- Guide our company and its employees, especially through times of change; encourage innovation, inspire and develop people to realize their full potential, and foster learning

### **Group Sector Initiatives**

- Global coordination for ContiTech (CT) of Growth Field Commercial Vehicles
- Ad hoc project support/lead to represent Group Sector CT internally and externally

### **Cerințe**

Minimum Masters degree in Economics, Economical Engineering, Engineering, Business Administration or similar field.

10+ years professional experience in a B2B environment of a producing industry and operative in at least two different functional areas. Thereof minimum 5 years experience in at least one of the functional areas of Sales, Marketing, R&D, Design, Innovation Management, Business Development, Strategy, General Management.

Experienced in industrial products, especially in the rubber area.

Proven classic and agile project management and project leadership experience with the ability to successfully work in highly diverse global teams.

Minimum 6 years experience in functional and direct leadership, leading remote and multinational teams.

Excellent multicultural communication and networking skills.

Fluent in English (written & spoken).

Willingness to undertake business travels.

## **Oferta noastră**

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

## **Despre noi**

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.

The ContiTech group sector develops and manufactures, for example, cross-material, environmentally friendly and intelligent products and systems for the automotive industry, railway engineering, mining, agriculture and other key industries. Guided by the vision of “smart and sustainable solutions beyond rubber,” the group sector draws on its long-standing knowledge of the industry and materials to open up new business opportunities by combining various materials with electronic components and individual services.