

Associate / Market Demand Specialist

Your tasks

THE POSITION

Position Summary

Hoosier Racing Tire in Lakeville, IN is seeking a **Market Demand Specialist** to join our team. This role is responsible for analyzing demand trends, developing sales forecasts, and providing data-driven insights to support production planning, inventory optimization, and business strategy. Working cross-functionally with multiple departments, the Market Demand Specialist helps ensure customer demand is effectively met while driving continuous process improvements.

HOW YOU WILL MAKE AN IMPACT

- Analyze market demand trends, seasonality, and customer behavior to identify risks and opportunities
- Develop and maintain sales forecasts to support production planning and business objectives
- Perform weekly analysis of manufacturing output versus forecasted demand and recommend corrective actions
- Conduct monthly inventory analysis across domestic and international warehouse locations
- Evaluate inventory quality and recommend actions to balance service levels and working capital
- Prepare and present monthly demand planning and performance reports
- Develop, monitor, and report on key demand planning and inventory performance metrics
- Maintain and improve demand planning processes, including product launches and catalog management
- Drive continuous improvements in forecasting accuracy, reporting, and data management practices
- Collaborate with Sales, Finance, Marketing, Supply Chain, and IT teams to support business initiatives
- Provide analytical insights to support pricing strategies and commercial decision-making

Your profile

WHAT YOU BRING TO THE ROLE

Education

- Bachelor's Degree in Business Analytics, Economics, Statistics, Supply Chain Management, or a related field

Technical Skills

- Advanced proficiency in Microsoft Excel



Job ID
REF97495Z

Field of work
Logistics

Location
Lakeville

Leadership level
Leading People

Job flexibility
Hybrid Job

Legal Entity
Hoosier Racing Tire Corp.

- Experience with business intelligence and data visualization tools (e.g., Power BI, Tableau)
- Working knowledge of SQL preferred
- Experience with Python or R is a plus

Core Competencies

- Strong analytical and problem-solving skills
- Business acumen with the ability to translate data into actionable insights
- Effective communication and collaboration skills
- Detail-oriented with strong organizational abilities
- Continuous improvement mindset and focus on accuracy and results

Additional Requirements

- Ability to travel up to 5% domestically and internationally, as needed

ADDITIONAL WAYS TO STAND OUT

- 2+ years in demand forecasting, analytics, or related roles

Our offer

THE PERKS

- Immediate Benefits
- Paid Time Off
- Tuition & Employee Discounts
- Annual Bonus
- Employer 401(k) Match
- And more benefits that come with working for a global industry leader!

** Legal authorization to work in the U.S. is required. We will not sponsor individuals for employment visas, now or in the future, for this job opening.

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.

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

About us

Continental is a leading tire manufacturer and industry specialist that develops and produces sustainable, safe and convenient solutions for automotive manufacturers as well as industrial and end customers worldwide. 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 delivers top performance for more than 150 years and is one of the world's largest tire manufacturers. In fiscal 2023, the Tires group sector generated sales of 14 billion euros. Continental's tire sector employs more than 56,000 people worldwide and has 20 production and 16 development sites. Are you ready to shape the future with us?

Hoosier Racing Tire, the largest race tire manufacturer in the world, has continually promoted passion, pride, and success in the racing industry since 1957. Based in Plymouth, Ind. their state-of-the-art facility, including a fully integrated technology and R&D center, is solely dedicated to engineering, designing, supporting, and manufacturing the over 1,000 different types of racing and high-performance tires currently produced. Instilled with the heritage of champions, Hoosier utilizes a model sales and distribution network to deliver winning results globally. Hoosier Racing Tire is a 100% subsidiary of Continental AG.