

CN_Head of Sales Tires Replacement China

Your tasks

Manager of all sales and customer contacts for Continental group Tires in China. Responsible for developing and implementing market entry strategy, whilst continuously reviewing and updating strategy based on market developments and profitable business growth.

Strategy & Sales

- Develop national sales strategy and supporting channel strategies
- Create yearly sales budget plan and monitor replacement market trends, opportunities and key segments
- Build and maintain a reliable distribution network with distributors, retailers and key customers
- Develop individual business plans with customers aligned to company strategy
- Evaluate existing and potential customers to strengthen the distribution network

Performance & Reporting

- Cooperate with Market Demand Management and Controlling on monthly forecast processes
- Monitor customer performance against agreed targets and issue early warnings for underperformance
- Take corrective actions to improve forecast accuracy and target achievement

Marketing & Products

- Collaborate with marketing on pricing optimization
- Provide input to Product Management and monitor competitor product performance
- Support product performance monitoring and consumer satisfaction improvements

Team Leadership

- Build, train and lead a national sales team across all relevant channels and territories in China
- Support team development in accordance with Continental HR guidelines

Your profile

- University degree in Marketing, or Economy
- 10 years of experience in sales related functions in automotive



Job ID
REF97948A

Field of work
Marketing and Sales

Location
Yang Pu Qu

Leadership level
Leading Business

Job flexibility
Onsite Job

Legal Entity
Continental Tires Co., Ltd.

industry, with proven career record in multi-channel sales, or marketing & sales

- 5 years of involvement in the strategic planning process
- Exposure to large scale, long-term projects, ideally with budget responsibility
- 3 years in executive management function with involvement into strategy and budget planning process in a multinational company.
- 5 years of leadership experience in an international company.
- Fluent in Mandarin Chinese is a must, can use English as working language

Our offer

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. 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 year 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division employs more than 55,000 people worldwide and has 19 production and 16 development sites.