

Key Account Manager - Performance Tires

Your tasks

HOW YOU WILL MAKE AN IMPACT

Build and lead the go-to-market strategy for a new ultra-high-end performance tire channel in the U.S. replacement market. This role acts as the commercial entrepreneur for the channel, developing the business from the ground up, personally managing strategic accounts, and delivering profitable sales growth across approved sellout paths. The position owns revenue and unit-volume performance, helps establish the annual operating budget and commercial targets, and leads execution through influence across U.S. and global functions.

- Develop and execute the end-to-end U.S. go-to-market plan for the ultra-high-end replacement channel, including market segmentation, customer prioritization, route-to-market design, launch sequencing and multiyear growth plans.
- Personally identify, prospect, open, negotiate, develop and manage strategic key accounts. Pursue any sellout path aligned with the approved strategy, including exotic and ultra-luxury vehicle dealerships, elite independent installers, specialty distributors, performance shops, e-commerce partners, driving experiences, clubs and track-related partners.
- Own annual and long-range revenue and unit-volume plans. Build forecasts, sales pipelines, account plans and corrective actions; monitor sell-in, sellout, market share, conversion and repeat purchase performance.
- Develop pricing, trade terms and customer programs in partnership with Finance and Sales leadership. Protect premium brand positioning while driving sustainable growth and targeted margin performance.
- Create a disciplined channel-priority strategy that initially emphasizes high-touch, technically credible accounts and controlled fulfillment before broader distribution expansion.
- Translate customer, installer and market insights into product, fitment, inventory, service, training and lifecycle recommendations. Maintain technical credibility regarding staggered fitments, load and speed requirements, performance attributes and target vehicle applications.
- Develop sales tools, account education, installer standards, service-adviser training and premium customer-experience requirements that support safe, accurate and consistent product representation.
- Build strategic partnerships and event activations that generate measurable trial, qualified leads, account introductions and sales conversion, rather than awareness alone.



Job ID

REF99343I

Field of work

Marketing and Sales

Location

Fort Mill

Leadership level

Leading Self

Job flexibility

Hybrid Job

Working time

Full Time

Legal Entity

Continental Tire the Americas, LLC

- Coordinate with global teams to share U.S. market requirements, leverage global capabilities and ensure alignment with product development, certification, manufacturing and brand strategy.
- Establish channel KPIs and provide clear business reviews to senior leadership, including opportunities, risks, competitive activity, inventory needs, forecast accuracy and recovery plans.
- Represent the company at customer meetings, industry events, enthusiast gatherings, driving programs and track-focused activities; travel frequently within the United States.

Your profile

WHAT YOU BRING TO THE ROLE

- Bachelor's degree in business, marketing, engineering or a related field
- 5+ years of related industry experience
- Demonstrated experience launching a new product, channel or business from the ground up
- Significant experience in the U.S. replacement tire market
- Experience with distributor, dealer, e-commerce or alternative-channel business models
- Strong financial and commercial acumen across pricing, forecasting, unit volume, revenue, margin and budget planning
- Demonstrated ability to lead complex cross-functional and global teams without direct authority
- Ability and willingness to travel frequently and participate in customer, track, enthusiast and industry events, 50% of the time
- Legal authorization to work in the U.S. is required. Continental is only able to offer visa support for internal individuals who currently hold an existing valid employment visa
- Can offer a relocation package if needed

ADDITIONAL WAYS TO STAND OUT

- 7+ years of related industry experience
- Ultra-high-performance, exotic, luxury, motorsports or premium automotive market experience
- Technical knowledge of tire performance, vehicle applications, fitment requirements and replacement-market dynamics
- Established relationships with exotic-vehicle dealerships, specialty performance retailers, distributors, driving organizations or enthusiast communities
- Experience using market, vehicle-parc, account and sell-through data to prioritize geographic markets and customer investments

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Competitive Bonus Programs
- Employee 401k Match
- Diverse & Inclusive Work Environment with 20+ Employee Resource groups.
- Hybrid Work
- Employee Assistance Program
- Future Growth Opportunities, including personal and professional
- And many more benefits that come with working for a global industry leader!

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. Founded in 1871, the company generated sales of €19.7 billion in 2025 and currently employs around 76,000 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 2025, the Tires group sector generated sales of 13.8 billion euros. Continental's tire division currently employs around 53,000 people worldwide and has 19 production and 16 development sites.