

Head of Strategy, Marketing, and External Affairs - BA Americas

Your tasks

HOW YOU WILL MAKE AN IMPACT

SG 14

The Head of Strategy, Marketing, and External Affairs guides and orchestrates the definition, development and execution of strategies and initiatives, standards and regulations, government affairs and communication, covering product management, brand management, pricing, business intelligence, and digitization in concert with the Business Area's (BA) respective markets/businesses, to support the BA's sustainable and profitable growth in the Americas region, including Passenger Light Truck, Truck, and Specialty Tires.

This position will lead, manage, and mentor a team of 30 with 7 Direct Reports.

A critical success factor for this position is understanding of and willingness to support the differences within each market, maintaining a strong stakeholder focus while establishing strategic direction, taking decisions, and leading change. Further, this role requires excellent communication skills and empowerment and delegation to achieve results through the team and cross market/business collaboration.

Responsibilities include but are not limited to:

- Orchestrating the definition and development of strategies on BA and market/business level for profitable growth
- Coordinating the BA's Marketing strategies and initiatives in concert with key functional and regional stakeholders
- Steering the functional Americas Marketing organization (product management, brand management, pricing, business intelligence, and communication)
- Managing the BA Marketing budget and overseeing deployment of Marketing resources of BA markets/businesses
- Developing BA Marketing group & organization in concert with Marketing managers of BA markets/businesses
- Taking the lead in dialog and cooperation across internal and external stakeholders who contribute with research, data and insights, in order to build insightful models and reports focusing on markets, consumers and customers



Job ID
REF99359P

Field of work
Marketing and Sales

Location
Fort Mill

Leadership level
Leading Leaders

Job flexibility
Hybrid Job

Working time
Full Time

Legal Entity
Continental Tire the Americas, LLC

- Representing BA Marketing to Division and other Business Areas

Your profile

WHAT YOU BRING TO THE ROLE.

- Bachelor's degree in Business Administration, Economics, Sciences, or related field
- 10+ years of experience in Marketing & Sales, strategy, or communications
- 5+ years of experience leading people
- Experience in international / matrix organizations
- Strong ability to delegate and accomplish tasks through others
- Internal qualified candidates will meet internal guidelines for this senior executive level role
- Legal authorization to work in the US is required. Continental is able to offer visa support for current internal employees.
- Continental is able to offer relocation assistance for this opportunity

ADDITIONAL WAYS TO STAND OUT

- MBA Degree
- 5+ years of experience leading leaders
- Management consultancy experience
- International work experience

Our offer

THE PERKS

- Immediate Benefits
- Robust Total Rewards Package
- Paid Time Off
- Volunteer Time Off
- Tuition Assistance
- Employee Discounts, including tire discounts
- Company Vehicle
- Competitive Bonus Programs
- Employees 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!

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

THE COMPANY

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 2025, the Tires group sector generated

sales of 13.8 billion euros. Continental's tire division employs more than 56,000 people worldwide and has 19 production and 16 development sites.