

2019.03 | Job profile

Pricing Analyst

Apollo Vredestein



Tobias Morbitzer (Pricing Manager): “The Pricing Analyst has a large area of responsibility, he or she will build relationships with the Country leaders across Europe to help them with the right price setting. If this is done correctly there can easily be made impact on our business results.”

ORGANISATION PROFILE

Introduction

[Apollo Vredestein](#) designs, manufactures and sells high-quality tyres under the Apollo and Vredestein brand name. Vredestein products include car tyres, tyres for agricultural and industrial applications, and bicycle tyres.

The company was founded in 1908 and it was initially specialised in all kinds of rubber products, including shoe heels, tennis balls, floor covering, boots and indoor football balls. The factory in Enschede was opened in 1946 to manufacture tyres. The rise of the automotive industry made Vredestein grow rapidly and Vredestein became a premium brand. A collaboration was established with the Italian designer Giorgetto Giugiaro in the late 1990s for the design of high performance tyres. This short [video](#) shows Vredestein's heritage.

Since 2009, Apollo Vredestein is part of [Apollo Tyres Ltd](#) from India. Apollo Tyres is a multinational with offices and production locations in countries such as India, South Africa and the Netherlands. The head office is located in the Indian city of Gurgaon.

Facts and figures

- Apollo Tyres has a revenue of €1,95 billion in 2017;
- Apollo Tyres has 16.000 employees;
- Apollo Vredestein generated a revenue of €500 million;
- The company is selling in 18 countries;
- There are 14 offices across Europe and the US;
- 1800 employees are working for the company;
- Apollo Vredestein produces 7 million tires each year.

Strategy

Over the past years Apollo Vredestein has grown twice as fast as the European market. With the recent opening of a plant in Hungary the strategy is to gain even more market share. The

main focus of Apollo is the replacement market. Next to the replacement of old tyres, they want to sell more tyres directly to car factories, to be used for new cars. This is a different market and a 'different ballgame'. The main challenge of Apollo is to implement a successful strategy and to make sure that the capabilities of the organization are in line with the strategy.

Organisation

The head office of Apollo Vredestein is based in Amsterdam. Manufacturing and production takes place in Enschede and Hungary. The organization is led by CEO [Benoit Rivallant](#). Pricing is part of the marketing team, [Tobias Morbitzer](#) is Pricing Manager. Tobias is looking for a new employee in his team as Pricing Analyst.

PROFILE POSITION

General

The main responsibility for the Pricing Analyst is to determine the pricing strategy that fits the strategic growth targets of Apollo Vredestein by analyzing the market. Convincing all different internal stakeholders of the chosen pricing strategy is the prevalent challenge in this job. Therefore, the numbers need to be translated in clear messages.

The Pricing Analyst reports to the Pricing Manager. There will be one other Pricing Analyst in the team. The most important stakeholders are Country (Sales) Managers, Marketing team members and people of the financial department. Presentations about pricing strategy will be held for Head of Sales or Head of Finance.

Areas of responsibility

- Analyze available data and create reports;
- Define and monitor Key Performance Indicators;
- Set up internal price, volume and mix analysis and reporting;
- Set up key billing prices and develop discounts on European level;

- Liaise with Pricing Manager on strategic pricing and compliance subjects;
- Support growth targets by working closely together with market teams on strategic initiatives;
- Benchmark key competitor activities and reporting;
- Lead projects linked to sales, sales forecasting and marketing efficiency and effectiveness.

INTERVIEW

[Jolinde Rook](#), HR Manager and
[Tobias Morbitzer](#), Pricing Manager:

Company

Jolinde: "It is a great moment to join our company. Our ambition in the coming years is to be amongst the most premium brands in our markets. Our new factory in Hungary recently opened doors, so we need to be growing further to take advantage of our higher production capacity. We will have challenging initiatives and projects to realize our strategy and it will be interesting to participate in these projects. Apollo Vredestein offers a good mix with aspects of a family owned company with its own typical traditions, but we also have the possibilities and the scope of a large multinational. This means we have ambitious goals, a vibrant international culture and possibilities to compete with global market leading brands. In our office in Amsterdam you work close to the leadership team, the door of the directors' offices are open for you. You can expect freedom to take initiatives, ideas to improve our company are seen as valuable."

Vacancy

Tobias: "Pricing is a delicate subject. Everyone has a strong opinion about this topic. Our corporate strategy is to improve the price position comparing to other brands. The sales people would like to see lower prices and the head of finance wants to set higher prices. An exciting moment is when we launch the new price list. As Pricing Manager I will help to get a decent price list, but our new Pricing Analyst may give the presentation to the organization. To determine the right prices lots of data need to be analyzed. We have enough data available, the key is to find out the source of the data and which conclusions can be drawn from the data. Once you have found useable data the challenge is to create easy understandable reports. It will be an important target in the first year of our new Pricing Analyst to create these reports, because our sales people need them to make the best business decisions. You will also need to provide a clear story of your data to back up the conclusions you drew from this data. This job offers a large area of responsibility. You will build relationships with all of our Country leaders across

Europe to help them with the right price setting. If you do this correctly you can easily have impact on our business results. In comparison to same positions at other companies you will experience freedom and you can add more creativity in the execution of your job."

Candidate profile

Jolinde: "The new Pricing analyst needs to be smart and he or she needs to have well-developed analytical skills. You need to like working with numbers and we are looking for someone that is an expert in Excel. We would like to see a new colleague that is able to analyze our processes and proactively signs where we can improve results and reduce costs. You also need to be proactive because nobody will bring information to you, you have to pull for the right data. In this position you are in contact with quite senior sales people, most often the Country managers. You have to build stable relationships with them, since they need to trust you as an advisor. It is important to understand their opinions and considerations. On the other hand you will challenge them and convince the sales leaders to set different prices. This asks for strong interpersonal skills, we are looking for someone that is able to connect and challenge colleagues in a higher level of seniority. After a period in this position you will learn to translate data into commercial stories. A successful Pricing Analyst is an appreciated advisor who helps to achieve better business results. The intention is that the Pricing Analyst can success Tobias as the new Pricing Manager in a few years."

PERSONAL PROFILE

Education and experience

- Bachelor/Master degree preferably in Business or Finance;
- 3 years of professional working experience;
- Excellent knowledge of MS Excel;
- Knowledge of SAP and Power BI is a plus;
- Experience in international environment is a plus;
- Experience in automotive industry is a plus;
- Experience with pricing is a plus.

Competencies

- Analytical skills;
- Creativity;
- Communication skills;
- Planning and organizing;
- Persuasion power;
- Initiative;
- Independence;
- Organizational sensitivity.

EMPLOYMENT CONDITIONS AND LOCATIONS

Depending on your experience and training, a fulltime salary of €45K to €63K per year, including 8% holiday allowance.

The office location is Herikerbergweg 5, 1101 CN Amsterdam. The Pricing Analyst will travel once or twice a month to offices in Europe.

WHY IS THIS AN ATTRACTIVE ROLE?

Apollo Vredestein is a dynamic international organization. It has the benefits of a smaller family owned company and possibilities and scope of a multinational. There is a ambitious team with an informal and open way of communication. The job as Pricing Analyst offers a wide range of tasks and responsibilities. You will experience freedom and room for initiatives and to show creativity. In this position you can make impact on business results and grow to more senior positions in the organization.

SELECTION PROCESS

The interviews at Career Openers will be conducted by Peter Freriks. After the most suitable candidates have been presented to Apollo Vredestein, interviews with the employer will follow. Jolinde Rook and Tobias Morbitzer will definitely be attending. An online assessment and an Excel test will be part of the selection process.

INTERESTED IN THIS ROLE?

If you are interested in this role, please send us your CV and a brief motivation letter through the registration page on our site (www.careeropeners.nl).

MORE INFORMATION

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