Egemen Atış Appointed New Head of Strategy, Analytics and Marketing at Continental Tires EMEA

PUBLISHED JUN 30, 2024
BY CONTINENTAL AG

Egemen Atış takes over as Head of Strategy, Analytics and Marketing for Europe, Middle East and Africa, effective July 1, 2024

- Atış moves from Continental South Korea to Hanover, Germany

- Ferdinand Hoyos, Head of Business Area Replacement Tires EMEA:

> Egemen Atış will strengthen our team with his extensive experience in the international environment and contribute to further expanding our position as a leading tire manufacturer and tire solutions provider

Hanover, Germany, July 1, 2024. Egemen Atış will take over as Head of Strategy, Analysis and Marketing (SAM) for the Europe, Middle East and Africa (EMEA) tire replacement business on July 1, 2024. His responsibilities will include the areas of Product Management, Marketing Communications, Public Relations, eBusiness, Business Analytics, Pricing and Strategy & Business Development.

Atış is moving from Seoul, where he was responsible for Continental's Korean original equipment business and served the customers Hyundai and Kia, to Continental's headquarters in Hanover. Prior to his work in South Korea, he was Head of Sales and Head of Commercial Operations Tires for Continental in Türkiye for six years.

> Egemen Atış has valuable international experience and has gained extensive knowledge of the tire business in his various areas of responsibility,

said Ferdinand Hoyos, Head of Tire Replacement Business EMEA at Continental.

His deep understanding of the global markets will help us to align our strategies even better with the needs of our customers in Europe, the Middle East and Africa and thus consolidate and further expand our strong position in EMEA.

Press release distributed by Wire Association on behalf of Continental AG, on Jun 30, 2024. For more information subscribe and follow us.

Media Assets

Embedded Media

Visit the online press release to interact with the embedded media.

https://wireassociation.eu/newsroom/continental-ag/releases/en/egemen-atis-appointed-new-head-of-strategy-analytics-and-marketing-at-continental-tires-emea-2114

Continental AG

Newsroom: https://wireassociation.eu/newsroom/continental-ag
Website: https://www.continental.com/
Primary Email: silke.bernhardt@conti.de

Social Media

Facebook - https://www.facebook.com/Continental
Twitter - https://twitter.com/Conti_Press
Youtube - https://www.youtube.com/c/ContinentalCorporation
Instagram - https://www.instagram.com/continental_career/
Linkedin - https://www.linkedin.com/company/continental
Glassdoor - https://www.glassdoor.com/Overview/Working-at-Continental-EI_IE3768.11,22.htm

---