

# Lisa Reiners Takes Over Product Management for Agricultural Tires



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Since August 1, 2024, Lisa Reiners has been in charge of product management for agricultural tires in the Specialty Tires business area

- The graduate in economics previously worked as product manager for private brands in Continental's Passenger and Light Truck Tires business unit

Hanover, Germany, September 5, 2024. Continental has strengthened the team at its location in Hanover. Since August 1, 2024, Lisa Reiners has been the product manager for agricultural tires in Continental Specialty Tires, succeeding Benjamin Hübner.

Reiners previously worked for more than eight years as product manager for private brands in the Passenger and Light Truck Tires (PLT) business unit, gaining extensive experience in this area. She completed her studies at Leibniz University Hanover with a bachelor's degree in economics (2014) and a master's degree in international management (2015). She also has agricultural experience from living on a farm.

In her new role, Reiners forms the central interface between product management, research and development, sales, quality management, markets and customer requirements. Her focus is on the strategic product and business development of agricultural tires.

I'm looking forward to a wide range of tasks and to driving the business area forward worldwide in the interests of our customers – through both my professional and personal experience in agriculture,

says Reiners, who reports to Ivonne Bierwirth, Head of the Agricultural Tires Business Field, and Martijn Oosterbaan, Head of Product Management for Specialty Tires.

In Lisa Reiners, we have gained a committed and experienced

expert. Her expertise and extensive customer knowledge will help us to further develop our range of agricultural tires in order to meet the growing demand for needs-based tire solutions,

says Ivonne Bierwirth, Head of the Agricultural Tires Business field at Continental.

Communications Manager Commercial Specialty Tires

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