

HD Construction Equipment Hyundai Europe – Parts Development Manager

The **Parts Development Manager** is responsible for driving the commercial and operational performance of the parts business, with a strong focus on parts readiness for new machine launches, pricing excellence, and performance recovery of underperforming parts product groups.

This role combines analytical rigor with hands-on execution: analyzing data, identifying gaps and opportunities, and translating insights into concrete corrective actions that improve sales, margin, and customer availability.

What can you expect from this challenging job?

Parts Readiness for New Machine Launches and Existing Model revisions.

- Lead end-to-end parts readiness for upcoming machine introductions, ensuring:
 - Timely availability of service and wear parts
 - Correct pricing and margin setup
 - Availability of parts manuals and master data
- Act as the interface between engineering, procurement, logistics, and aftermarket sales to guarantee smooth market introduction.
- Identify risks to parts availability or cost early and drive mitigation plans.
- Creation of initial dealer stock lists

Performance Analysis & Corrective Actions

- Perform deep-dive analysis of parts product groups to assess:
 - Sales performance
 - Margin contribution
 - Volume and mix evolution
 - Lifecycle and portfolio relevance
- Identify low-performing products or categories and propose corrective measures such as:
 - Purchase cost improvement initiatives
 - Alternative or local sourcing
 - Portfolio adjustments
 - Targeted commercial or promotional actions
- Build structured business cases to support decisions and investments.

Purchasing & Cost Improvement Initiatives

- Collaborate closely with procurement to:
 - Improve purchase conditions
 - Identify cost-down opportunities
 - Support supplier negotiations with data-driven insight
- Evaluate cost structure and margin bridges to support sustainable profitability.

Commercial Actions & Market Activation

- Design and support commercial actions to recover or accelerate performance of parts product groups, including:
 - Promotions and campaigns
 - Launch packages for new machines
 - Targeted actions for dealers or key customers
- Ensure all actions are measurable and followed up against defined KPIs.

Analytical & Reporting Excellence

- Develop and maintain analytical tools and dashboards covering pricing, margin, sales, and performance KPIs.
- Translate complex analyses into clear, actionable recommendations for management and cross-functional teams.
- Prepare and present professional recommendations, reports, and decision papers.

Price Management & Price Gap Analysis

Own parts pricing reviews, including:

- Regular price updates
- Price positioning versus market and competitors
- Price gap and margin analysis by product group

Develop clear recommendations for:

- Price repositioning where market or margin deviations are identified
- Harmonization or segmentation of price structures

Support governance of pricing policies and ensure consistent execution in the markets.

First Year Focus

- **70–75%:** Ensure successful parts readiness for new machine launches, including pricing and availability readiness.
- **25–30%:** Establish structured performance analysis, identify gaps, and implement first corrective actions across product groups.

Are you the colleague we are looking for?

- Strong background in parts, aftermarket, or product management within industrial, automotive, or machinery

environments

- Proven experience with:
 - Pricing and margin management
 - Market and competitive analysis
 - Product group or portfolio ownership
- Understanding of parts business dynamics and lifecycle management
- Excellent analytical capabilities with the ability to work with large data sets
- Advanced Excel skills; ability to build margin calculations, price scenarios, and performance models
- Strong ability to translate analysis into concrete actions and execution plans
- Structured, proactive, and results-oriented mindset
- Strong stakeholder management and cross-functional collaboration skills
- Clear communicator, able to explain complex topics in a simple and convincing way
- Structured project management approach to ensure successful execution.
- English mandatory. Additional European languages (e.g. French, German, Italian) are a strong advantage.

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