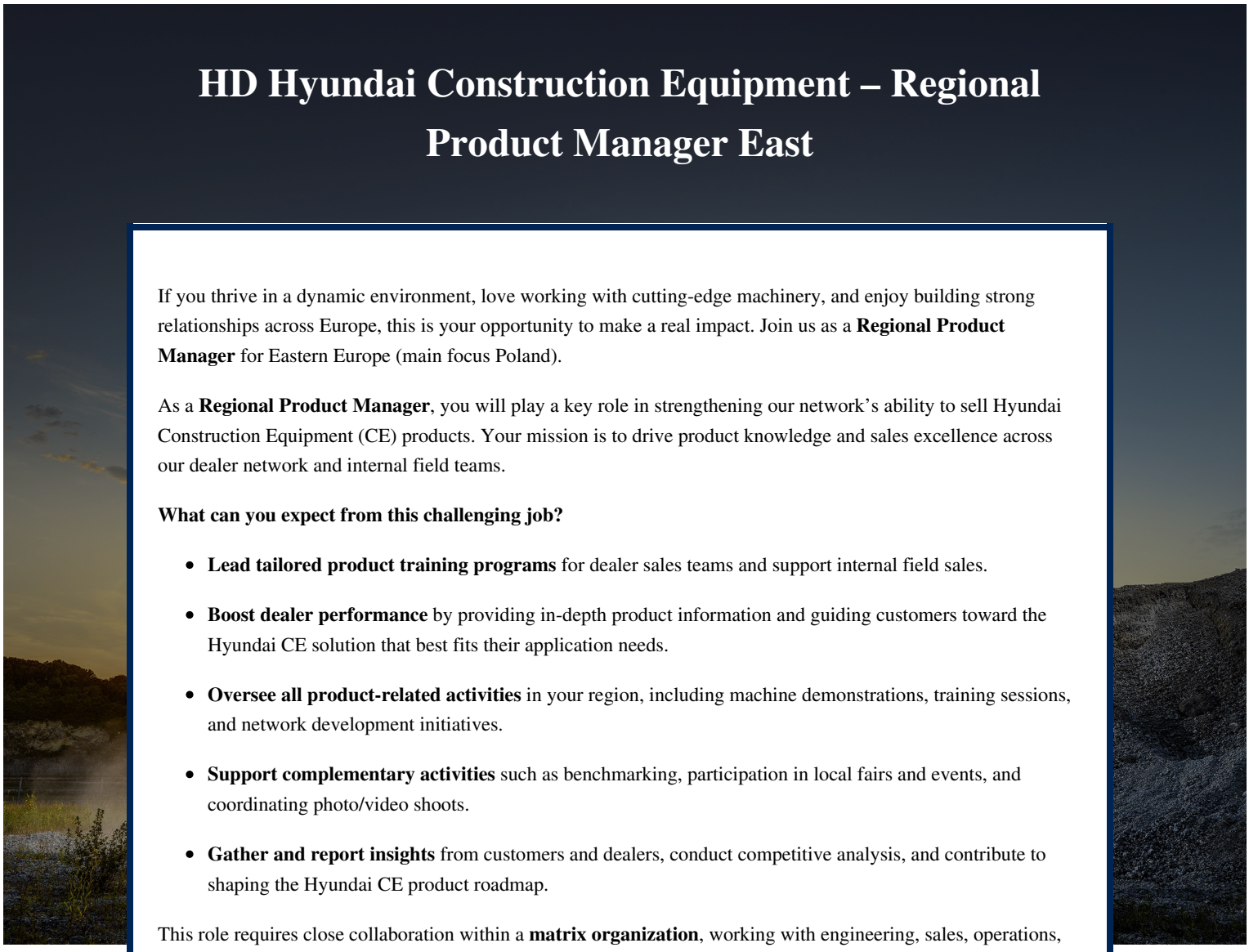
HYUNDAI

HD Hyundai Construction Equipment – Regional Product Manager East



If you thrive in a dynamic environment, love working with cutting-edge machinery, and enjoy building strong relationships across Europe, this is your opportunity to make a real impact. Join us as a **Regional Product Manager** for Eastern Europe (main focus Poland).

As a **Regional Product Manager**, you will play a key role in strengthening our network's ability to sell Hyundai Construction Equipment (CE) products. Your mission is to drive product knowledge and sales excellence across our dealer network and internal field teams.

What can you expect from this challenging job?

- **Lead tailored product training programs** for dealer sales teams and support internal field sales.
- **Boost dealer performance** by providing in-depth product information and guiding customers toward the Hyundai CE solution that best fits their application needs.
- **Oversee all product-related activities** in your region, including machine demonstrations, training sessions, and network development initiatives.
- **Support complementary activities** such as benchmarking, participation in local fairs and events, and coordinating photo/video shoots.
- **Gather and report insights** from customers and dealers, conduct competitive analysis, and contribute to shaping the Hyundai CE product roadmap.

This role requires close collaboration within a **matrix organization**, working with engineering, sales, operations, service, marketing, and local EU suppliers to achieve shared objectives.

Are you the new colleague we are looking for?

- **Experience:** A solid experience in product management. Experience in heavy equipment industry or a related sector is a must.
- **Mindset:** Strong interest in product management with a commercial focus. Goal-oriented and driven by results.
- **Track Record:** Proven success in implementing and managing product strategies within CE or similar markets.
- Comfortable navigating complex business structures and working with autonomy. Strong organizational and planning skills.
- **Behavioral Traits:** Proactive, hands-on, confident in public speaking. Entrepreneurial spirit and a "can-do" attitude.
- **Languages:** Fluent in English and Polish (must). Any other European language is an asset.
- **Mobility:** Willing to travel extensively across Eastern and Central Europe to support dealers and regional activities (60%).

https://www.hyundai-ce.eu/