

Digital Transformation Manager

The Digital Transformation Manager plays a strategic role in the automotive industry by leading the integration of digital technologies across operations, production, and business processes. Their activities include assessing current systems, identifying areas for improvement, and driving the adoption of digital tools such as IoT platforms, advanced analytics, and cloud solutions. They foster a digital-first culture, coordinate cross-functional teams, and ensure that digital initiatives align with organisational strategy and customer needs.

Key responsibilities involve evaluating market trends and internal data to define digital roadmaps, managing change processes to overcome resistance, and ensuring successful implementation of new technologies. They act as a bridge between technical teams and business stakeholders, promoting innovation and sustainable digital growth. Essential competences cover digital skills (digital tools, data-driven decision-making, system integration), green competences (sustainability in digital strategies, eco-efficient processes), sector-specific knowledge (process engineering and automotive digitalisation), and soft/transversal abilities (leadership, change management, adaptability, strategic thinking).

ESCO Mapping

<https://esco.ec.europa.eu/select-language?destination=/node/1>

ID	NAME	Concept URI
1330.1.1.1	Digital Transformation Manager	http://data.europa.eu/esco/occupation/719f101d-1866-49d3-8d5c-2256f606a8b9

Context

EQF Level	7
Departments	IT & Digital

ID	Name	Type	Description	Level	ESCO
C01 3	Sustainable digital strategies	Knowledge	Understand how to integrate sustainability and circular economy principles into digital transformation initiatives. ▪ Align digital roadmaps with corporate sustainability goals ▪ Promote eco-innovation in process redesign ▪ Incorporate sustainability KPIs into digital programmes ▪ Support the adoption of green IT and energy-efficient systems ▪ Advocate for circular economy principles in technology adoption	3	
C01 4	Design energy-efficient processes	Skill	Apply digital technologies to optimise processes and reduce energy consumption across operations. ▪ Use digital twins and simulations to identify energy-saving opportunities ▪ Support optimisation of production lines to reduce waste ▪ Apply automation to monitor and reduce energy-intensive processes ▪ Implement data-driven strategies to cut emissions ▪ Collaborate with sustainability teams to align process redesign with eco-goals	3	
C01 5	Green IT management	Knowledge	Apply principles of sustainable IT to reduce environmental impact of digital infrastructures. ▪ Promote cloud migration strategies that reduce hardware dependency ▪ Assess environmental impact of IT procurement decisions ▪ Encourage use of energy-efficient data centres ▪ Implement policies for electronic waste management ▪ Support sustainable lifecycle management of digital tools and platforms	2	

ID	Name	Type	Description	Level	ESCO
C07 4	Digital tools	Knowledge	Understand the capabilities and integration of digital tools to streamline processes and enhance efficiency. ▪ Assess criteria for selecting tools that align with business goals ▪ Evaluate integration requirements within existing IT infrastructures ▪ Monitor adoption and usage effectiveness ▪ Stay up to date with emerging digital trends ▪ Promote training initiatives for tool adoption	2	
C07 5	Make data-driven decisions	Skill	Use digital platforms and analytics tools to support strategic and operational decision-making. ▪ Collect and interpret KPIs to guide transformation strategies ▪ Apply BI dashboards to monitor organisational performance ▪ Use predictive analytics to evaluate potential outcomes ▪ Communicate insights from data analysis to stakeholders ▪ Align data-driven insights with business objectives	3	
C07 6	Cybersecurity management	Knowledge	Apply cybersecurity principles to ensure secure implementation of digital transformation initiatives. ▪ Identify cybersecurity risks in digital projects ▪ Ensure compliance with relevant data protection regulations ▪ Integrate cybersecurity requirements into digital roadmaps ▪ Collaborate with IT teams to embed security standards ▪ Promote a culture of cyber awareness across departments	3	
C07 7	Cloud integration transformation	Knowledge	Understand cloud-based platforms and their integration in enterprise digital ▪ Explain differences between IaaS, PaaS, and SaaS for organisational use	2	

ID	Name	Type	Description	Level	ESCO
			▪ Assess scalability and cost-efficiency of cloud adoption ▪ Define migration strategies for legacy systems ▪ Collaborate on hybrid cloud integration with existing IT ▪ Ensure compliance and security in cloud environments		

Soft Skills

ID	Name	Type	Description	Level	ESCO
C133	Adapt to change	Skill	Adjust strategies, behaviours, and approaches to manage uncertainty and evolving digital environments. ▪ Respond effectively to unexpected changes in digital projects ▪ Adapt plans to new technologies or shifting priorities ▪ Demonstrate flexibility in managing diverse stakeholders ▪ Embrace continuous learning to stay aligned with digital trends ▪ Support teams in navigating change	2	Link
C139	Lead teams	Skill	Inspire, guide, and support teams to achieve digital transformation objectives. ▪ Set clear goals and expectations for digital initiatives ▪ Motivate and empower cross-functional teams ▪ Provide constructive feedback and mentorship ▪ Foster a collaborative and innovative culture ▪ Represent digital transformation vision at executive level	3	Link
C140	Strategic thinking	Knowledge	Apply critical and long-term thinking to define digital transformation strategies. ▪ Analyse industry and organisational trends to anticipate future challenges ▪ Identify opportunities for digital innovation and business growth	3	Link

ID	Name	Type	Description	Level	ESCO
			▪ Prioritise initiatives based on strategic value ▪ Balance short-term results with long-term goals ▪ Align strategies with organisational vision		
C14 1	Manage change	Skill	Guide organisations through digital transformation by managing resistance and fostering adoption. ▪ Develop structured change management plans for digital projects ▪ Communicate benefits of change clearly to stakeholders ▪ Identify and address resistance proactively ▪ Provide training and support to facilitate adoption ▪ Monitor progress and adjust strategies as needed	3	Link

Transversal Competences

ID	Name	Type	Description	Level	ESCO
C17 4	Manage innovation	Skill	Lead innovation initiatives to embed digital technologies in the organisation. ▪ Evaluate and select digital technologies for pilot projects ▪ Manage innovation portfolios and track outcomes ▪ Foster collaboration with startups and research centres ▪ Scale successful pilots into full digital programmes ▪ Promote a culture of experimentation and continuous improvement	3	
C17 5	Engage stakeholders	Skill	Engage with internal and external stakeholders to ensure alignment of digital transformation initiatives. ▪ Identify stakeholder needs and expectations ▪ Communicate transformation goals and progress clearly	2	

ID	Name	Type	Description	Level	ESCO
			- Manage conflicts and negotiate trade-offs - Facilitate workshops and co-creation sessions - Build strong relationships with suppliers, customers, and partners		
C17 6	Regulatory and compliance management	Knowledge	Understand and apply regulatory frameworks affecting digital transformation in any industry. - Ensure compliance with data protection (e.g. GDPR) and cybersecurity regulations - Monitor legal developments in digitalisation and sustainability - Implement compliance checks in transformation projects - Advise teams on regulatory constraints and opportunities - Support audits and certification processes	3	

Sector Specific

ID	Name	Type	Description	Level	ESCO
C24 6	Process engineering	Knowledge	Understand methods and tools to analyse, redesign, and optimise industrial and business processes. - Map current processes to identify inefficiencies and bottlenecks - Apply lean and agile methodologies to process redesign - Use digital twins and simulations for process validation - Ensure redesigned processes align with quality and safety standards - Support integration of digital tools into production processes	3	
C24 7	Automotive digitalisation	Knowledge	Understand digital trends and their specific application in the automotive industry.	3	

ID	Name	Type	Description	Level	ESCO
			▪ Analyse the impact of connected vehicles, autonomous systems, and AI on operations ▪ Align digital transformation with automotive production requirements ▪ Evaluate opportunities for digital services and business models ▪ Support customer-centric digital initiatives in the sector ▪ Integrate best practices from Industry 4.0/5.0 into automotive contexts		