



Digital Transformation Manager



THE ROLE

Drives the strategic adoption of digital technologies across the automotive organisation. Aligns business goals with digital innovation to enhance efficiency, sustainability, and competitiveness in Industry 4.0 environments.



THE WORK

Plan and manage digitalisation projects, integrating AI, IoT, and data analytics into operations. Lead cross-departmental initiatives, evaluate ROI, and promote digital culture. Ensure cybersecurity and compliance during transformation.



THE COMPETENCES

Knowledge of digital technologies, business process reengineering, and change management. Skills in project leadership, stakeholder engagement, and data-driven decision-making. Strategic vision, communication, and adaptability to emerging technologies.



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