

Position Title:

Digital Product _ Debit & Credit Card, Digital Bank (Vice President Level)

Key responsibilities:

- Work with the Executive team to design and develop innovative products for our target customer segments, as well as digital journey from onboarding to transacting
- Build debit and credit card, co-brand product strategies, product specification. Develops and implements acquisition and transaction plans to drive business growth and meet business targets. Conducts regular review on market trends and studies competitor activities to identify opportunities. Initiates product ideas and ongoing features/benefits tailored for each target segment.
- Take primary responsibility for the implementation and execution of the products in country
- Active management of customer issues relating to the product
- Oversees the development of short and long-term goals to meet product objectives and the implementation of appropriate long term strategic plans and presents them to management
- Develop the business requirements for system development
- Ensure compliance in product governance and review requirements
- Participate in product user acceptance testing (UAT)
- Collaborate with Country and Regional stakeholders
 - on launch activities, e.g. T&C, collateral development, training, etc
 - on operational procedures for products, services and systems
 - to define activities to drive early product activation and usage
- Track and report the product performance for the Digital Bank
- Provide thought leadership, strategic insight, and clear communication (written and verbal) to team members on product initiatives

Key requirements:

- Minimum 8 years of related experience in product management in Credit Card Product Management
- Outstanding ability to envision, clearly define, and execute product initiatives that are aligned with the Digital Bank strategy
- Knowledge of digital banking landscape with awareness of emerging innovation
- Good understanding of L1, L2 and L3 process mapping.
- Strong product management, design and development skills.
- Strong knowledge of product/program development, pricing, implementation and strategic analysis.
- Strong analytical and presentation skills, meticulous, possess drive and initiative
- Ability to work and engage with all levels of the business
- Able to work effectively independently
- Design thinking and Customer Centric methodologies
- Strong Business Acumen
- Strong Problem solving and Project management skills
- Bachelor's degree or equivalent