



Senior Personnel- Chief Business Officer

Overview: The Chief business officer shall report to CEO & GM of the Bank and shall be responsible for defining and executing the right strategies for the Bank's business development by driving revenue for the company.

Roles and Responsibilities –

- Lead the entire team for Branch Banking, Bancassurance and Marketing to drive business through Banking products, Bancassurance products & Digital products
- Exploring new markets for expansion
- Deep Dive and utilize the existing market for cross selling Bank's products
- Nurture the right partnership and build the eco-system for the bank that would lead to greater visibility in the market and high velocity lead flow by building strong relationships with the Dealers, Connector's, Associated, Partners, OEMs, etc. in line with the banks growth strategy
- Create and establish yearly business plan in consultation with the senior management that aligns with the Banks plan for growth and expansion
- Responsible for envisaging Corporate & Product Promotional strategy plan and monitoring the execution of all the strategic Business Promotion plans for achievement of all set business targets.
- Ensure Streamlining and setting up of processes that give a professional output in terms of execution of various Business Promotional activities.
- Managing & Monitoring the sales of Banking, Insurance and Digital Products & Services in the assigned territory by activating Bank Branches and by publishing detailed reports on sales and goals
- Monitoring monthly performance reports, usage of statistics and suggesting improvement areas, ROI Evaluation
- Leveraging technology in fulfilling the Bank's Vision and setting up a team that utilizes the existing technology and also plan for technology rollouts in the future
- Create and implement a methodical, data driven sales process and ensure continuous optimization of the sales cycle via analytical insights
- Establish the Bank's presence in the markets and ensure a positive image for the Bank

Desired Skillset –

- Highest standard of Integrity, Humility and Ethics
- A thought leader with excellent communication skills and presentation skills with well-connected Banking Ecosystem who will represent the Bank
- Leadership values with a wide perspective right from strategy to operations
- Open Minded and collaborative
- Strong Strategic thinking and analytical skills
- A Tenacious, Self-motivated, result oriented leader delivering outcome – based sales
- Strong experience with Banking tools
- Willing to Travel

Eligibility Criteria –

Education:

- Minimum Graduate / Post Graduate from any recognized University
- Candidates having Degree/Diploma in the related field i.e. Marketing will be preferred

**Experience:**

- Candidate having sizeable experience in Branch Banking & its products, Insurance and Digital Banking business
- Minimum 15 years of domain experience in to Sales and marketing with 10 years of Banking Experience in Maharashtra, preferably in Mumbai/Thane & other western parts
- Minimum 5 years of experience in a Leadership role/Head/Deputy Head – Sales & marketing/VP or equivalent in the BFSI Sector
- Tech- savvy candidate with experience in dealing with Banking products, Bancassurance products & Digital products in banking

Remuneration -

Salary and age will not be a constraint for right candidate.