



*Pan Asia Bank, The Truly Sri Lankan bank, with over twenty-eight years of presence in the Banking Industry is on an ambitious growth trajectory. The Bank was recognized at the National Business Excellence Awards organized by the National Chamber of Commerce of Sri Lanka with two prestigious awards, the Runner-up Award for the Banking sector and the Merit Award for Corporate Governance categories. These awards are a testament to strong financial/business fundamentals and how well the bank has laid a framework to mitigate any risks. In addition, Pan Asia Bank was also selected by LMD as one of the top 15 'Most Awarded Entities' in Sri Lanka.*

*We are looking to handpick a dynamic, results-oriented and highly motivated individual to join us on this exciting journey and to make a positive contribution as a valued member of our growing organization.*

## HEAD OF DIGITAL BUSINESS DEVELOPMENT

### Job Profile:

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- Responsible for spearheading the expansion of the bank's digital business presence, encompassing liability and asset products, within the retail and SME segments of the Bank
- Develop a short-term and long-term digital business strategy roadmap in collaboration with internal stakeholders
- Keep abreast of emerging industry trends to identify new business opportunities and competitive threats and adapt data-driven strategies to ensure continuous improvement
- Oversee the development and management of pricing models, budgeting, and cost controls to optimize the profitability of the Digital Business Portfolio across liability and asset categories within Retail and SME segments
- Assess and authorize the development of new digital liability and asset products aimed at meeting customer needs and viable use cases which are scalable and profitable, catering to faster and more convenient user experiences
- Oversee the preparation of Business Requirements Documents (BRDs), and review of Systems Requirements Specifications (SRS), and conduct User Acceptance Testing (UAT) for successful product launches
- Oversee the Project Management unit on agile practices and scrum methodologies for efficient product development and ensure projects are delivered on time within the budget also the deviations are escalated, and the required corrective measures are taken.
- Lead the vendor evaluation and selection process with the IT team and design review and sign-off on UI&UX for superior customer experience
- Develop infrastructure for capturing client data to identify behavioral patterns and usage of products and services to develop and enhance products and services to increase client convenience and retention
- Collaborate with the Marketing Department to Implement strategies for new customer acquisitions, existing customer conversions, and customer lifecycle management to increase customer engagement and retention
- Develop and execute customer service strategies while providing training and development for staff and teams who serve as the initial point of contact for customers, aiming to deliver a superior customer experience
- Develop and set up policies and procedures in line with compliance requirements and customer experience perspective
- Monitor service level agreements (SLAs) on digital business initiatives and customer onboarding and verifications to ensure the set goals are met and opportunities for improvement are identified

### Candidate Prerequisites:

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- A degree/MBA from a recognized university or a full professional qualification in Banking & Finance is mandatory
- A full qualification in Information Technology from an acceptable institution would be a definite advantage
- Should possess 15-20 years of experience, preferably within a bank or financial institution, out of which 05 years should have been in a senior management capacity, with a demonstrable track record of successfully initiating and expanding digital products and services
- Experience and exposure related to IT solutions in Commercial Banks, virtualization, software architecture, and Project Management is a must
- Should have a strong understanding of digital banking trends, technologies, and regulatory landscape
- Be pro-active to grasp knowledge on emerging/changing trends in IT Management and make suggestions for continuous improvement
- Should be business-minded with excellent leadership, communication, and interpersonal skills.
- Ability to think strategically and logically, analyze complex data, and make informed decisions

### Remuneration:

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The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards.

If you are a results-driven professional looking for a challenging and rewarding opportunity in the banking sector, we invite you to apply for the position through our career portal before the deadline provided.

[APPLY NOW](#)

Assistant General Manager - Human Resources,  
Pan Asia Banking Corporation PLC, No 450, Galle Road, Colombo 03

 **PAN ASIA BANK**  
The Truly Sri Lankan Bank