



**We have a passion
to serve our customers
by going beyond just banking,
if you share the same passion,
we are looking for you.**

PRODUCT EXECUTIVE – DEBIT & PREPAID CARDS

The Job

- Develop new products, drive card acquisition and marketing plans in line with the card business strategy.
- Optimally drive growth in new card customer acquisition and retail usage.
- Define, plan and execute card product enhancements to promote issuance and retail usage.
- Engage key retailers and strategic partners to drive Debit and Prepaid sales as well as card utilization through their outlets.
- Oversee relationship management of the high net-worth card customers, institutions and third parties in terms of offering the card product.
- Measure the results against the KPIs and develop action plans to address shortfalls.
- Manage projects on the roll out of new Debit and Prepaid card products.

The Person

- Minimum 6 years of experience in Bank or in a Financial Institution of which 3 years in payments, cards and/or card loyalty, both operationally and strategically.
- Excellent communication skills, interpersonal and team management skills.
- Sound knowledge in MS Office and should be of analytical mind with flair for numbers.
- Full / part qualification in Banking or a Degree or any other professional qualification will be an added advantage.

Applicants are invited to log on to www.seylan.lk and upload the updated CV along with a recently taken photograph or forward the CV to careers@seylan.lk within 07 days of this advertisement.

**Deputy General Manager – Human Resources
Seylan Bank PLC**

www.seylan.lk



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Brand Finance Rating : "A+", Fitch Rating: A-(lka), Co.Reg. No : PQ9

Seylan Bank is a licensed commercial bank supervised by the Central Bank of Sri Lanka.



The bank with a heart