



Job title	General Manager – Digital Money Business
Reports to	CEO - Group
Location	Burma

Duties and Responsibilities

The General Manager is an executive leader, with full responsibility for delivering P&L performance. They will specifically be driving the product agenda, leading brand marketing and retail teams (include ecommerce, customer experience) and own the coordination across all relevant other functional channels, such as operations and customer operations.

Ownership:

- Manage the P&L, taking ownership of its budget, operational goals and relevant strategic initiatives.

Strategy:

- Define the strategy for ensuring local competitiveness in each market of responsibility, setting growth and efficiency targets for online and performance marketing channels.

Execution:

- Set the annual plan and forecasts (transaction / revenues / EBITDA) with finance and ensure online/performance channel (SEO, SEM, OLA, etc.) alignment
- Manage all revenue channels (brand, SEO, SEM, OLA, CRM, etc.) to deliver according to plan, with initial focus on protecting the brands current revenue base
- Lead the Brand Marketing team to maintain overall brand awareness and continue improvement of spontaneous brand awareness/consideration.
- Drive the delivery of strategic initiatives, working with teams to produce top products.
- Represent Brand in the local Media (PR/Management)
- Develop and manage local regulatory authority and trade organization.

Team:

- Ensure that the right people are in the right jobs, with the correct objectives and skills & competencies to deliver them.

Candidate Profile

- Bachelor's degree required; MBA preferred
- 6 to 8 years' experience in executive or leadership roles in epayments, ecommerce or fintech, particularly in highly innovative fast moving environments.
- Exceptional interpersonal skills (externally and internally at all levels)
- Demonstrated experience in getting things done and finding opportunities where others may not see them



- Proven track record of defining and executing key strategic initiatives with minimal supervision
- This is a highly autonomous role in an innovative and fast-growing region
- Expert level knowledge and demonstrated experience in modeling, analysis, research and presentation creation.

Approved by:	(on behalf of CEO)
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