

Job Title : Product Manager, Debit and Credit Cards

OVERALL PURPOSE:

RESPONSIBILITIES:

- ◆ Drive the product vision and strategy for debit and credit cards, including card features, benefits, and partnerships.
- ◆ Conduct in-depth market and competitive analysis to define unique selling propositions and differentiators.
- ◆ Develop comprehensive product roadmaps and work closely with cross-functional teams to implement them within deadlines.
- ◆ Monitor product performance using key metrics and develop reports for leadership.
- ◆ Collaborate with marketing to develop effective promotion and communication strategies for card products.
- ◆ Establish relationships with external partners for co-branded cards, rewards programs, etc.

QUALIFICATIONS REQUIREMENTS:

- ◆ Seven years of experience in product management within the banking or financial sector, with specific expertise in card products.
- ◆ Excellent analytical abilities, proven to drive product growth through data-driven insights.
- ◆ Outstanding communication and presentation skills, with the ability to influence and engage stakeholders at all levels.
- ◆ Strong understanding of customer experience, latest market trends, and regulatory environment in the card industry.

Contact Info:

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