



*Pan Asia Bank, The Truly Sri Lankan Bank, with over twenty-eight years of experience 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. 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 awarded 'Best Employee ESG Program of the Year 2022' by Global Banking & Finance Awards UK. It was also honored by LMD as one of the top 15 'Most Awarded Entities' in Sri Lanka while being among LMD's 'Most Respected Entities' and Business Today magazine's Top 40 Business 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.*

## MANAGER – CONSUMER SALES

### Job Profile:

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- Develop the Consumer Sales strategy and lead the sales units in the Consumer Sales Department and ensure the achievement of set targets
- Execute timely campaigns and increase the visibility of Consumer products in the market
- Maintain regular communication with Area/Branch Managers/Champions to achieve sales and product profitability goals.
- Enhance the quality of the sales teams through process improvements, embedding sales best practices and focusing on a Customer-oriented culture
- Ensure an efficient processing system is in place for applications that are free of errors and frauds
- Adhere to all Bank policies, regulations and guidelines pertaining to sales activities
- Regularly assess the market environment and propose necessary amendments to risk/credit policies and segment creation
- Coordinate with the product development teams from the concept phase to the post-launch analysis phase
- Provide reports/information to the Corporate Management and the Board on the business performance when required

### Candidate Prerequisites:

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- Minimum of 15 years of experience in Banking out of which a minimum of 05 years of experience in Marketing and Sales Management in a leadership role with a proven track record of success
- Full/part professional qualification in Banking or Sales and Marketing Management from a recognized institution
- Bachelor's /Master's degree in a related field from an acceptable University would be beneficial
- Exposure to launching campaigns and handling a network is a must
- Knowledge of Product Management, Credit and Portfolio Management is required
- Should possess an analytical and positive mindset with the ability to translate data into actionable insights
- Strong leadership and team management skills, with the ability to inspire and motivate the team members
- Should have excellent communication, negotiation, and interpersonal skills

### Remuneration:

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The successful candidates will be provided with an attractive remuneration package including fringe benefits, commensurate with industry standards and will be placed in an appropriate grade based on the level of competencies and experience.

Please forward your resume within 07 days of this advertisement, stating the contact details of two non-related referees, to [careers@pabcbank.com](mailto:careers@pabcbank.com) indicating the position applied for in the "Subject" line. Information forwarded by you shall be treated strictly confidential and referees shall be contacted with your consent.

Head of Human Resources,  
Pan Asia Banking Corporation PLC  
No 450, Galle Road, Colombo 03  
Pan Asia Banking Corporation PLC is a licensed Commercial Bank  
Fitch Rating BBB –(Ika)

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