

PickMe is the most successful local Tech Startup to date, funded by a consortium of local investors and IFC (a sister company of World Bank). As the front runner in the country's digital revolution, PickMe is shaping the future of mobility in Sri Lanka. Our technology is 100% homegrown, built by local engineering talent using world-class technology.

Senior Executive - Anuradhapura District

Responsibilities

- Conduct comprehensive market research to identify emerging trends, customer needs, and competitive landscape.
- Develop and implement strategic plans to capitalize on market opportunities and strengthen our position in the Anuradhapura District.
- Analyze sales data, customer feedback, and industry insights, and optimize supply chain operations to ensure timely and efficient delivery of products and services
- Implement effective demand-generation strategies to drive customer acquisition and retention.
- Identify skill gaps and training needs within the team.
- Deliver the relevant training to enhance the capabilities of our employees.
- Establish robust performance monitoring systems to track key metrics and KPIs.
- Identify areas for improvement and continuously optimize processes and strategies to enhance operational efficiency and customer satisfaction.
- Build and maintain strong relationships with our network of drivers and transportation partners.
- Develop and execute sales strategies to drive revenue growth within the district.
- Regular performance monitoring and reporting to assess the effectiveness of our strategies.
- Collaborate with cross-functional teams to facilitate promotion and branding

Skills and Qualifications

- Bachelor's degree in Transport and Logistics, Business Management, or a related field
- Minimum 1 year of relevant experience in a business development or related role
- Excellent communication skills
- Proven track record of driving sales and revenue growth
- Proficiency in data analysis and performance monitoring
- Ability to work collaboratively in a dynamic, cross-functional environment
- Should be residing in or around the Anuradhapura District.

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PickMe