

## **Key Responsibilities:**

### **1. Retail Business Strategy and Development:**

- Develop and implement comprehensive retail development strategies aimed at expanding the company's retail margin loan, SBL, Block trade and IPO financing businesses.
- Identify market trends, customer needs, and competitor activities to capitalize on business growth opportunities.
- Develop comprehensive performance dashboard with the IT department to monitor Retail business performance.

### **2. Sales and Client Relationship Management:**

- Cultivate and maintain relationships with individual retail clients, review their lending portfolio, KYC CDD, and credit limits. Contact individual clients on a regular basis capture opportunities to grow the business portfolio.
- Manage, maintain, and develop new business relationships with the head of sales and marketing of brokerage Investment consultants and team leads to refer margin loan business to the company.
- Collaborate with the marketing and PR departments to design client-centric strategies and promotional campaigns to increase retail margin loan lending and other businesses.
- Act as a key point of contact for and client service center for individual clients and also follow up with clients that have problems with their accounts or payments.
- Design and implement daily weekly and monthly call reports to analyze sales data, explore new opportunities and ensure that the retail team is meeting existing and new clients and brokers Investment consultants.
- Coordinate with brokers to increase brokers referral accounts to the company and handle all broker sales and marketing relationships and account opening for their clients.
- Responsible for organizing client's promotional events and activities to help increase account openings.

### **3. Team Leadership and Collaboration:**

- Lead, mentor, and motivate a team of professionals responsible for retail business development activities.
- Foster a collaborative and high-performance culture within the team, promoting IT infrastructure innovation and continuous improvement.
- Coordinate cross-functional efforts with various departments such as sales, marketing, compliance, and operations.

### **4. Company Retail Business Revenue Target**

- Responsible for achieving all company Retail business revenue targets including number of active and new customers. Total retail margin loan lending portfolio target or any other company targets assigned.
- Report any variance of the budget to the management committee and ensure that all targets are met monthly.
- Update significant situation to ensure that the target plan is still on track and on time.

### **5. Compliance and Regulatory Adherence:**

- Ensure all retail investment activities comply with relevant industry regulations, government sector requirements and internal compliance standards.
- Stay updated on regulatory changes and industry best practices to mitigate risks and maintain compliance.

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