

Apply Today!



## Chief Business Officer

“SDB Bank, a licensed specialized bank regulated by the Central Bank of Sri Lanka with a network of 94 branches across the island. We've transformed into a progressive and innovative institution, ranked among the top banks in Sri Lanka. At SDB Bank, we are committed to making a tangible impact at all levels, driving socio-economic progress by fostering strong community connections. Become part of our journey and contribute to shaping a brighter future for Sri Lanka.”

**Lead the Future of Banking:  
Drive Transformative Business Strategies with Us!**

### *Position Overview :*

The Chief Business Officer (CBO), reporting to the CEO, is responsible for driving the bank's business strategies. This role oversees business banking, branch banking, cooperative development, and retail customer propositions. The CBO focuses on customer-centricity and robust risk management while leading value chain optimization, digital transformation, and product development.

### *Responsibilities :*

- Share accountability with the CEO in formulating and executing the bank's strategic plan.
- Manage business expansion, new product development, risk management, and strategic HR planning.
- Enhance customer satisfaction, retention, and ensure superior product and service development to consistently meet high standards and customer expectations.
- Monitor and enhance branch performance, while mentoring and developing staff to foster a culture of risk awareness.
- Ensure adherence to environmentally friendly practices and monitor the bank's sustainability performance.
- Lead media, brand, and product promotions to strengthen the bank's market presence, and collaborate with the marketing team to develop and implement comprehensive marketing strategies.

### *The Ideal Candidate Should :*

- Hold a recognized academic and/or professional qualification in Business, Banking, Finance and/or Accounting. An MBA from a premier institute is a plus.
- 15+ years of experience in business and retail banking, with at least 05 years in senior management. Experience in value chain financing is a plus.
- Proven track record in developing and managing SME business portfolios, a comprehensive understanding of product offerings and market segmentation, and knowledge of global trends influencing the financial services industry.
- Possesses highly effective communication skills, adept in negotiation and fostering strong interpersonal relationships essential for stakeholder engagement and organizational success.
- Strong analytical acumen, strategic thinking, and adept problem-solving capabilities to navigate complex business landscapes effectively.
- Outstanding leadership with visionary team management skills that inspire and empower diverse teams, coupled with a proven track record of guiding and mentoring high-performing teams in dynamic and fast-paced environments.

If you are a visionary leader with a passion for driving business success, we invite you to apply for the Chief Business Officer position at SDB. Please submit your resume and a cover letter detailing your qualifications and experience to [careers@sdb.lk](mailto:careers@sdb.lk) mentioning the position in the subject line of the email within 14 days of this advertisement.

An attractive remuneration package commensurate with experience and fringe benefits on par with the industry standards is available for the right person. Kindly note that only shortlisted candidates will be contacted.