

CBO- JOB PROFILE & KEY RESPONSIBILITIES

JOB PROFILE

The Chief Business Officer (CBO) will be an integral part of the top management team of RHFL. The CBO will be specifically responsible for devising and implementing the medium and long term business strategies of the organization keeping in sync with its stated vision, mission and corporate goals while aligning the same with market developments.

Key Responsibilities

1. Formulating the business targets and strategies in sync with Board directives and external economic conditions
2. Growing the loan book with well-defined performance targets in terms of growth and profitability
3. Identify new sales and marketing opportunities for new products and channel partners
4. Forging alliances and working out agreements with various channel partners to expand our product and service offerings
5. Lead the sales teams to ensure delivery of the performance targets and improve customer experience.
6. Ensuring achievement of collection targets by strategically deploying collection lines across locations, timely action under SARFAESI and quick resolution
7. Ensuring stoppage of new NPA slippages and maximum collection / resolution of core NPAs
8. Ensuring minimization of delinquency and progressive bucket movement by effective action at initial default
9. Planning and implementing network expansion across country in tune with Board directives and ensuring the new locations develop into profit centres within stipulated time frame
10. Introduction of new products and processes to keep up with market competition
11. Team building and manpower management. Conceive and execute key projects of business and work across functions to ensure delivery of project objectives
12. Working with support functions for optimum TAT
13. Ensuring excellent portfolio quality
14. To strategize, plan and execute the acquisition plan for the business, setting up & grow the existing channels and developing alternate sourcing channels to meet the current and future business projections & achieve the Business target.
15. Leading a Large team to drive the key product parameters and deliver P&L for the business.
16. Manage profitability - Productivity, Yield, and acquisition cost within the budgeted levels.
17. To analyse business & competition data and to identify trends & new opportunities.
18. Continuously monitoring and assessing the emerging market in respect to policy and process simplification in a proactive manner