



JAC Recruitment

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Vietnam



## PR/094555 | Business Development Manager (BNPL)

## Job Information

**Recruiter**

JAC Recruitment Vietnam Co., Ltd

**Job ID**

1522204

**Industry**

Bank, Trust Bank

**Job Type**

Permanent Full-time

**Location**

Vietnam

**Salary**

Negotiable, based on experience

**Refreshed**

April 15th, 2025 16:00

## General Requirements

**Minimum Experience Level**

Over 3 years

**Career Level**

Mid Career

**Minimum English Level**

Business Level

**Minimum Japanese Level**

Business Level

**Minimum Education Level**

Associate Degree/Diploma

**Visa Status**

No permission to work in Japan required

## Job Description

**Company and Job Overview**

JAC's client is a BNPL company looking for a Business Development Manager. This role involves managing partnerships with financial institutions, developing ecosystems in Vietnam, and spearheading new business ventures.

**Job Responsibilities****1. Leading the BNPL Partnership Project with Financial Institutions**

- Define roles and establish partnership terms between non-financial BNPL companies and financial institutions.
- Design and map workflows for tasks related to the partnership.
- Create an optimal customer journey.

**2. Leading the Ecosystem Development Project**

- Design an ecosystem that aligns the interests of participants and customers, promoting active engagement.
- Establish a fair cost and profit-sharing structure and decision-making process among participants.
- Develop strategies to integrate participants' existing loyalty programs and services into a mutually beneficial ecosystem.
- Create an optimal customer experience within the ecosystem.
- Present proposals and communicate effectively to persuade participants.

**3. Identifying, Planning, and Executing New Business Opportunities**

- Conduct market research to identify potential new business opportunities and develop business plans.
- Persuade internal and external stakeholders and decision-makers to execute proposed plans.
- Ensure smooth implementation and stabilization of new businesses by forming new teams or transferring responsibilities to existing ones.

**Job Requirements**

- Bachelor's degree or higher in Business Administration, Economics, IT, or a related field.
- At least 7 years of experience in new business development, strategic planning, consulting, or project management.
- Proficiency in English (mandatory); Korean or Japanese language skills are a plus.
- Strong problem-solving abilities and excellent communication skills.  
Preferred Qualifications
- Experience in developing large-scale ecosystems or managing multinational collaborative projects.
- Proven track record of leading BNPL partnership projects between non-financial and financial companies.
- Experience in launching affiliate businesses involving similar stakeholders.

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**Company Description**