

BOB Financial Solutions Limited (BFSL, formerly known as BOBCARDS Ltd.) is a wholly owned subsidiary of Bank of Baroda and a Non-Deposit Accepting Non-Banking Finance Company (NBFC). BFSL was established in the year 1994 to cater to the need of rapidly growing credit card industry in a focused manner. BFSL is one among the pioneers in Indian card market and was the first nonbanking company in India to issue credit cards.

The Company's core business is credit card issuance and consumer lending. It also provides support to Bank of Baroda by carrying out its merchant acquiring operations and its debit cards operation for its overseas territories/ subsidiaries and sponsored RRBs. The Company is aiming to expand within Consumer Credit, Commercial Credit, Retail Credit, Capital Market Lending (loan against securities, IPO financing) and other Financial Services.

Position	Manager/AVP Analytics - New Customer Acquisition
Role & Responsibilities	<p>AVP/ Manager – Analytics (Risk/Marketing) will be responsible for:</p> <ul style="list-style-type: none"> <li>• Assisting in creating and building out the acquisition analytics capabilities of BOB Financial Solutions Ltd.</li> <li>• Develop and implement underwriting strategies to manage portfolio risk</li> <li>• Develop, implement and manage credit scorecards and acquisition rule engine</li> <li>• Develop and generate all acquisition related MIS by leveraging the most efficient and automated solutions.</li> <li>• Develop product financial models to guide decision making</li> <li>• Develop. Measure and optimize acquisition programs to ensure effective and efficient utilization of organizational resources.</li> <li>• Interact with other functional departments and participate in business decision making.</li> <li>• Any other activity assigned from time to time.</li> </ul>
Job specific skills	<ul style="list-style-type: none"> <li>• Demonstrated analytics experience with focus on analytics, data interpretation and business understanding</li> <li>• Demonstrated strong conceptual and analytical skills with proven ability to apply analytics to create business impact.</li> <li>• Prior experience in the area of consumer finance and banking in areas of marketing analytics or risk management</li> <li>• Experience with SAS, R</li> </ul>
Educational Qualifications	<ul style="list-style-type: none"> <li>• Post-Graduate in quantitative or business discipline from an accredited college or university in India/Overseas</li> </ul>

Minimum Experience	<ul style="list-style-type: none"> <li>• 7 years of experience in analytics industry with reputed companies preferably in the area of marketing / risk</li> <li>• 9 years of experience in analytics industry with reputed companies preferably in the area of marketing / risk</li> </ul>
CTC offered	Compensation will not be a limiting factor for the right candidate and will be discussed on a case by case basis.
Location of posting	<p>Mumbai</p> <p>The candidate may be deputed to work with the team(s) within the organization / parent organization / any subsidiary of the parent organization if and as deemed necessary. Candidate is liable to be transferred to any other location in India</p>
Maximum Age on the last date of application	40 Years
Email to be sent to	<a href="mailto:careers@bobfinancial.com">careers@bobfinancial.com</a> with subject as “Analytics – New Customer Acquisition”
Website	<a href="http://www.bobfinancial.com">www.bobfinancial.com</a>
Contact Number	022 - 4206 8547
Other Terms	<ul style="list-style-type: none"> <li>• It may please be noted that company is not bound to call all the applicants for interview. Only shortlisted candidates will be called for interview</li> <li>• In case of any modification in advertisement shall be updated only in Website.</li> <li>• The above recruitment may be scrapped at any stage of recruitment process without assigning any reasons.</li> </ul>
Last Date for application	15 <sup>th</sup> November 2018