



ProCredit. We are an international group of development-oriented commercial banks for small and medium enterprises (MSMEs). We are active in Southeastern and Eastern Europe, South America and Germany. Our overarching goal is to combine a high developmental impact with economic success. This position is based in Frankfurt am Main at ProCredit Holding, the listed parent company of our banking group.

For our Group Retail team at ProCredit Holding in **Frankfurt am Main**, we are seeking a motivated

Senior Strategy Planning & Customer Segment Specialist (m/f/d)

The Group Retail team in Frankfurt will be responsible to develop, execute and continuously monitor the implementation of the Groups and local ProCredit banks retail banking strategy, driving sustainable profitable growth in each country. The Group Retail team will conduct market research, identify and implement best practice in retail banking covering exceptional customer-centricity, excellent customer service, customer acquisition & retention and digital solution innovation. This role will be crucial in developing a targeted customers value proposition by driving and developing respective strategic initiatives.

Your role in our team:

- Analyzing customer segments across ProCredit's markets and identifying key opportunities for growth and development
- Designing and refining customer-centric strategies to better serve our Retail clients, ensuring the alignment of segment-specific offerings with overall strategic goals
- Collaborating with the Group Retail team and other business teams to deliver tailored products, services, and marketing strategies for different customer segments
- Developing and executing comprehensive market research initiatives to gather customer insights and track emerging trends
- Managing and leading strategic multi-country projects and initiatives representing the Group Holding towards the subsidiaries.
- Supporting the implementation of customer segmentation strategies through effective collaboration with local banks and central teams
- Contributing to the development of new customer propositions based on research and analysis, ensuring they align with the evolving needs of the groups Retail customers.
- Managing relationships with internal and external stakeholders, ensuring smooth execution of strategy across all markets
- Staying ahead of industry trends and customer needs to proactively recommend new strategies or adjustments to enhance customer engagement and bank performance

What we expect:

- An university degree in business, economics, finance, or a related field
- 5+ years of experience in strategic planning, customer segmentation, or a similar role, preferably in the financial services industry
- Strong experience with customer-centric strategies, including market analysis, segmentation, and customer lifecycle management
- Proven ability to work with cross-functional teams in an international environment, translating customer insights into actionable strategies
- Strong analytical skills with experience in driving business performance through data-driven insights
- Excellent communication and project management skills
- Proficiency in using data and business intelligence tools to drive customer strategies
- A proactive, innovative thinker with a strong sense of ownership and drive to deliver results

What you can expect

- A pleasant and open working atmosphere and an international team
- Flat hierarchies and short decision paths
- Interesting and challenging tasks and cross-team project work
- Great location in the Bockenheimer district of Frankfurt am Main
- Company pension scheme
- Deutschland Ticket (country-wide transportation pass valid on regional trams, busses and trains)
- EGYM Wellpass (membership valid at a number of gyms throughout Germany as well as for online fitness courses)
- JobRad (pick a bike and pay a monthly rental fee to the company with the option to buy after three years)

Have we caught your interest?

We look forward to receiving your application documents, including a motivation letter, salary expectation and desired starting date, by e-mail:

Jobs-group-retail@procredit-group.com

To learn more about the ProCredit group, please visit ProCredit Holding's website at:

www.procredit-holding.com



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