




<https://fintechnews.my/job/head-of-mobility-at-tng-digital/>

## Head of Mobility

### Description

As Head of Mobility, you will add to the equation by leading strong partnerships within the transportation industry—including but not limited to tolls, public and private transit, parking and transport services ecosystems—and bring more value to customers. You will identify, strategize and implement partnerships with transport companies and highway concessionaires in order to drive the adoption of our e-Wallet and expand our service offerings in the transportation sector.

### Responsibilities

- Lead a talented team to manage current and new/potential key accounts and maintain business relationships within the transportation sector.
- Identifying, evaluating, and driving strategic initiatives in partnership with service providers in the transportation sector across all touchpoints to increase adoption of the eWallet, expand service offerings and deliver value to customers, in line with the specific business objectives of the company.
- Manage the performance of marketing campaigns conducted with partners in the transportation sector and continually monitor and evaluate results against agreed KPIs to ensure that business objectives are being met.
- Manage multiple projects simultaneously across all phases of the project lifecycle, from ideation to execution.
- Ability to gain macro and micro perspectives on issues and act proactively.  Guide and motivate team members.
- Track expenses and manage budgets related to execution of transport related activities and agreements.
- Prepare reports on transportation marketing campaigns including market comparison analysis, feasibility studies, etc.
- Managing any ad-hoc special projects/opportunities with transportation service providers as and when required.
- Liaise with cross-functional supporting teams to ensure transportation campaign success.
- End-to-end accountability on all aspects of transportation marketing campaigns including operational execution and planning.

### Qualifications

- Candidate must possess at least Bachelor's Degree/Post Graduate Diploma/Professional Degree in Business Studies/Administration/Management, Commerce, Marketing or equivalent.
- Minimum 10 years in marketing/product/brand management/project management experience in finance, fintech or e-commerce/ transport.
- Preferably experienced individual in managerial position specializing in Project Management/Marketing/Business Development or equivalent.
- Knowledge of partnership marketing, affiliate marketing and co-branding.
- Understanding of transport, finance and payment industry.
- A passion for problem solving and turning challenges into opportunities for business growth.
- Responsive and service oriented, able to work and maintain strong business

### Hiring organization

TNG Digital

At TNG Digital, we are in the business of offering our customers unparalleled payment convenience with the Touch 'n Go eWallet.

### Employment Type

Full-time

### Industry

Information Technology & Services

### Job Location

Kuala Lumpur

### Date posted

October 29, 2021

Apply

partnerships.

- Excellent oral and written communication skills, able to deliver presentations to partners.
- Possess own transport and willing to travel