

# Product Manager

## Retail Banking & Wealth Management

Closing date: 25 March 2015

HSBC Bank Bermuda Limited is seeking an experienced Product Manager who will be responsible for managing the development and implementation of products, programs and strategies designed to profitably manage assigned complex product lines, and maximize contribution on economic profit.

### Major responsibilities

- Develop, recommend and implement programs for new and/or enhanced products of a complex nature to drive new accounts, assets and revenue, promote business growth, maintain market competitiveness, expand customer relationships, meet customer needs and maximize contribution to economic profit
- Develop related plans for assigned products, including marketing mix, promotion, pricing, distribution and product design; develop and track sales and program performance and adjust plans as necessary to ensure program success
- Monitor external conditions, including markets, competition, demographics and regulations, to ensure products meet customer needs while maintaining market competitiveness and profitability; ensure activities comply with pertinent external regulations
- Coordinate activities with(in) Marketing to foster a team approach in meeting product needs of customers with profitable, desirable, relationship-focused products of a most complex nature; give sales presentations, explain technical and processing complexities, complete Requests for Proposal and represent the Company at industry forums
- Work in partnership with appropriate delivery channels to respond to requests for new or enhanced products

### Minimum qualifications

- Bachelor's degree in business, marketing, related field, or equivalent experience
- At least five years of proven and progressive financial services experience
- Proven planning, organizational, project management, statistical, analytical, communications, presentation and lateral thinking skills
- In depth knowledge of investment and insurance industry products offered and pertinent regulations affecting their delivery

Interested applicants are invited to apply by sending your résumé and cover letter to:

**Email:**  
recruitment.dept@hsbc.bm

**Fax:** 299 6524

Post Recruitment Department,  
Human Resources, HSBC  
Bank Bermuda Limited, 37  
Front Street, Hamilton HM 11

Application forms are available in all HSBC branches and at [www.hsbc.bm](http://www.hsbc.bm). All enquiries will be held in strict confidence.

