



ROLE: General Manager (Strategy)
LOCATION: Sheikh Zayed, Giza, Egypt
EXPERIENCE: Mid-Senior Level

BIMA OVERVIEW

BIMA is one of the fastest-growing impact and tech companies in the world. We use disruptive mobile technology to bring insurance and health services to low income consumers, for the first time, on an unprecedented scale. In just seven years, we've built a customer base of over 30 million subscribers in 15 countries across Africa, Asia, Latin America and the Caribbean.

The company is led by a dynamic group of young entrepreneurs who are committed to disrupting the traditional insurance industry and democratizing access to vital services for billions of underserved families globally. BIMA is entering the Egyptian market in 2018 with ambitious growth plans.

Joining BIMA Egypt at this stage is an opportunity to contribute to setting up the business. We are a vibrant company where ideas and passion are welcomed and you will carry responsibility from day one. Personality is just as important to us as experience. We are looking for talented, intelligent and adventurous individuals who can thrive in our fast-paced environment.

Please visit <http://www.bimamobile.com/> to learn about BIMA, our team, our success and impact so far.

THE ROLE

The role of the General Manager is to support the Country Manager in setting up the Egypt business, the management of all operations related to our micro-insurance products and in driving the subsequent growth plans.

The General Manager will assume full P&L responsibility. In addition to the hiring and management of a team of 250+ sales and support employees. The General Manager will also be responsible for developing new products, service innovations and functionalities.

Specific work streams will include coordinating technical platform integration, marketing, team recruitment, stakeholder management with insurance companies and mobile operators, customer experience and claims, etc.

Overall, the General Manager must be attuned to value the details as well as be able to understand and drive towards the big picture. Analytical and quick thinking in a fastpaced environment are essential.



RESPONSIBILITIES

- As part of Senior Management Team, develop and execute strategy and operations for a division of 250+ employees
- Carry out day-to-day activities and manage activities of members of team and ensure work is progressing as planned
- Manage schedules, external stakeholders and overall organization to ensure requirements are clearly communicated, understood and executed upon
- Optimize sales incentive, organization structure and reporting in order to develop intake of new customers
- Develop new product offerings and marketing campaigns that excite our partners and ensure their implementation
- Develop, implement and measure initiatives that improve customer experience and customer journey to drive loyalty of our customer base
- Demonstrate ability to motivate, support and understand project teams
- Identify and develop the components required to deliver a strong organisation structure that enables BIMA Egypt to perform effectively

REQUIREMENTS

- 8+ years work experience within a similar implementation/operational role in telecoms, insurance, consulting, or similar experience
- MBA / similar degree from top school is a plus
- Demonstrated ability to motivate and understand stakeholders in a multicultural context
- Strong attention to detail, with focus on stakeholder management, product management, product development and performance of distribution channels
- Experience in micro-finance or insurance is a plus
- Full fluency in Arabic and English (French desirable)

WHY BIMA?

BIMA has a very distinct culture. We like people who are smart and independent, but we don't like ego. We share our ideas as readily as we do our opinions, and are respectful when doing so. We are driven and ambitious, but we aren't ruthless. Most importantly we never lose our sense of humor.

Everyone in the BIMA team shares a passion for adventure. We look for bold people who love to travel, experience different cultures and try new things.

Our recruitment process is rigorous, but it has helped us build an impressive, dynamic team that shares a strong bond. If you match the profile described above we want to hear from you.

Please send a CV and a cover letter to careers@milvik.se and to ayman.hamza@milvik.se