



**ROLE:** General Manager  
**LOCATION:** Lahore, Pakistan  
**TYPE:** Full-time, permanent  
**EXPERIENCE:** Mid-senior (min. of 5 years relevant experience)

## BIMA OVERVIEW

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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 consumers at the bottom of the pyramid, on an unprecedented scale. In just six years, we've built a customer base of over 27 million subscribers in 16 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 around the globe. In addition to being a recognized leader in innovation and inclusion, BIMA is one of the most attractive emerging market and insurance tech investment opportunities in the world.

Joining BIMA at this stage provides an opportunity for you to truly influence the strategy of a global, growing business. We are a vibrant company where ideas and passion are welcomed and you get real responsibility from day one.

We have brought together top-quality talent from the worlds of consultancy, development, technology, telecoms, health and finance to create a company like no other. Personality is just as important to use as experience; we are looking for intelligent, ambitious and adventurous individual who thrives in a fast-paced environment without ego. If this sounds like you, we encourage you to apply.

Please visit [www.bimamobile.com](http://www.bimamobile.com) to learn more about BIMA, our team and the success and impact we've had so far. Also check out what others think about BIMA, such as:



- Awards e.g. [MasterCard Foundation Global Prize](#), [Mondato Asia Social Impact Awards](#), [Africa Business Awards](#) and the [FT Transformational Business Award](#)

- Global media coverage e.g. [CNBC](#), [The Economist](#), [Wired](#), [Financial Times](#), [The Guardian](#)

- Industry rankings e.g. [FinTech 50](#), [2015 Nordic Fundraising review](#)

## **OUTLINE**

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The role of the General Manager would be to support the Country Manager in the management of all operations related to our micro-insurance products, including maintaining quality of delivery of existing activities, as well as managing business relationships. The General Manager will also be responsible for developing new products, business models and functionality, and will assume P&L responsibility for successful new lines of business. Work streams will include coordinating technical platform integration, insurance company coordination, marketing, sales team recruitment, etc.

The General Manager will also play a specific role with regards to setting up a more robust local organisation structure to enable it to perform effectively.

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 fast-paced environment are essential. The General Manager is an enthusiastic problem solver and thrives on being engaged at all levels of the project.

## **RESPONSIBILITIES**

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- Responsible for working as part of the senior management team locally to develop overall strategy.
- Working with the local country team to execute operations
- Manage activities of members of team and ensure work is progressing as planned.
- Supporting Country Manager to implement local business plan

## **SKILLS AND EXPERIENCE**

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- Strong background in financial processes, such as month-end closing, budgeting and business performance analysis
- Deep understanding of P&L, balance sheet and cash flow analyses
- General understanding of accounting and financial reporting processes
- Ability to problem solve
- Strong analytical skills and excellent excel skills

## **PROJECT MANAGEMENT**

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- Manage schedules, and overall project organization to ensure requirements and project deliverables dates are clearly communicated, understood and executed upon



- Effectively and efficiently plan and prioritize all deliverables and resources working across project(s) based on scope of work and project goals
- Identify and develop the components required to deliver a strong organisation structure that enables BIMA in Pakistan to perform effectively.
- Demonstrated ability to motivate, support and understand project teams, ideally in emerging markets

## QUALIFICATIONS/ OTHER CONSIDERATIONS

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- 5 – 6 years' work experience in either an implementation/operational role or previous experience from business controlling, preferably from a large corporation
- Looking for someone eager to live and work in emerging markets and enthusiastic about building a new venture; willing to relocate to Lahore in which our operations are based
- Strong attention to detail and focus on task completion is critical
- Languages required: fluent English

## WHY BIMA?

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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 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](mailto:careers@milvik.se)  
Note that applications without a cover letter will not be considered.**