

THE FUTURE IS HERE. BE PART OF THE PIONEERING TEAM OF PYYPL, THE FUTURE'S LEADING DIGITAL PAYMENT CARD AND MONEY TRANSFER COMPANY! 🚀

We are a pioneering FinTech company rolling out services in multiple countries in the Middle East, Africa and Central Asia region. Pyypl (pronounced "people") has recently been selected in the Top 10 Start-up's in the UAE for 2021 by LinkedIn. We are proudly regulated by various financial services regulators, and our Group Headquarters is based in Dubai, United Arab Emirates.

We are a family of very experienced digital experts. We are a true product company, extremely results driven, and always try to positively surprise our customers. We want to hear that magical "**wow!**" from our customers.

As Pyypl continues to scale, we are looking for a **Go to Market Lead – Sierra Leone** to join us and drive the successful launch and scale of what is a key African market for the Group.

WHAT WILL YOU BE DOING?

As one of the first Pyyplers on the ground in Freetown, this is a pivotal role, building the right platform from which our business can scale and thrive. Key responsibilities include:

- Outlining the foundations of our market and growth strategy for the market, including a financial business plan
- Establishing and building strong commercial partners across all aspects of our business model, including leading partners, merchants and banks
- Significant involvement in the recruitment of Pyypl Sierra Leone country team across key functions
- Launching the product, including its key pilot features within the BSL Sandbox
- Securing appropriate premises which are fit for purpose and meet the requirements of the BSL
- Coordinating the submission of regular reporting required by the BSL while operating within their Sandbox Framework
- Working closely with various Pyypl Group functions, secure the relevant permanent licence(s) required by the Bank of Sierra Leone ('BSL'), while building a transparent and trusted relationship their relevant teams
- Transitioning into a senior role in the Country team upon successful exit from the Sandbox framework into a permanent licence, with movement into full scale growth.

WHAT DO YOU NEED TO BE SUCCESSFUL IN THIS POSITION?

- Previous direct successful business experience of launching a business in a market and unlocking considerable growth (volumes/revenues) in:
 - Subscription type of products/service, or a frequent-use small-value product/service
 - Consumer payments, cards, retail banking, financial services, mobile wallets, financial "super apps" or similar B2C products
- Experience in building multi-functional teams from scratch
- Able to work with and build relationships with regulatory bodies
- Proven track record of building sustainable commercial partnerships
- Managing promoter agencies, events, building user communities/sub-segments is preferred
- Experience with consumer financial products and services is a strong plus
- Online and offline (traditional marketing) acquisition knowledge and experience
- Self-starter and true 'hands-on' attitude. 'Execution' focused mentality is essential.

WHAT THIS REALLY MEANS AS A PYYPLER?

- You're an entrepreneur at heart and you love building something from scratch
- You genuinely care and want to find the best, loyal, and passionate users/customers, it's not just about 'filling a sales quota'
- You take pride in what you do and have credibility and reliability to be the 'face of the company' towards local authorities, regulators, business partners, banks, media etc
- You're outcome driven and you focus on tasks that deliver desired results and help achieve business objectives
- You're a big believer in the power of continuous feedback and encourage people to give feedback to you so that you can continuously improve your ways of working
- You inspire people with your vision and energy and you "lead from the heart" by creating strong relationships with people
- You thrive on the challenge of solving a new problem
- You have a huge curiosity for learning, self-reflection and self-development
- You love building and scaling companies and are fully aligned with our vision and mission!