

## Market Entry Strategist

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Company: Jojonomic Pte Ltd

Location: Daerah Khusus Ibukota Jakarta

Category: other-general

About us MIFX is a pioneer trading platform in Indonesia that is backed by a 23 years old market leader in the industry, Monex Investindo Futures. We are a futures broker facilitating forex, commodities, and index trading that is fully regulated and complies with BAPPEBTI regulations. MIFX focuses on making the trading process #SemudahItu by prioritizing easy access, trading education, and providing the lowest prices to start trading where traders can buy 0.01 micro lots from our platform. Led by a solid marketing-technology team that leverages lean analytics and agile product development with a vision of creating the most seamless trading experience for the millennial generation through the MIFX platform, we are proud to continuously growing our volumes by improving our customer experience and people's experience for sure to grow with us. We are looking for more talents to create a positive impact. #SemudahItu join us and be part of Indonesia's next largest fintech company! Are you ready to be a part of MIFX for the upcoming "big wave"?

What you will do: Conduct comprehensive market research to identify and evaluate new market opportunities. Analyze competitive landscapes, regulatory environments, potential partners, and market entry barriers. Develop detailed market entry strategies Collaborate with the Product Marketing, Operations, and Legal departments to ensure the strategy aligns with overall business objectives and operational capabilities. Monitor and report on the progress of market entry plans, adjusting strategies as necessary based on performance and market feedback. Establish metrics to assess the success of market entry strategies and ROI. Keep abreast of global market trends, economic indicators, and competitive strategies to recommend adjustments to entry strategies and tactics.

What you will need: Bachelor's

degree in Business Administration, International Business, Industrial Engineering or a related field. At least 2 years of experience in market research, strategy consulting, business development, or a related field, with a proven track record of successful market entry or expansion projects. Strong analytical and problem-solving skills, with the ability to analyze complex data sets to make informed decisions, including forecasting and ROI calculation. Excellent communication and presentation skills, capable of effectively articulating strategy and gaining buy-in from stakeholders at all levels. Demonstrated leadership and project management skills, with the ability to lead cross-functional teams towards a common goal. High level of adaptability and comfort working in a fast-paced, evolving environment, with the ability to handle uncertainty and make decisions with incomplete information. Sensitivity to and understanding of different cultures, with experience working in diverse international markets. Strong knowledge of financial industry processes would be a plus. Track record in delivering different types of digital projects including strategy, technology implementation, and digital operations.

#J-18808-Ljbffr

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