

Do you enjoy working with data, uncovering business insights and making data-driven decisions? Join us and take on a leading role in the development of Customer Analytics.

In the Customer Value Management Department for Retail Banking, we are looking for a new colleague for the position of

HEAD OF CUSTOMER INTELLIGENCE

"We are looking for a colleague with strong analytical thinking, a strategic mindset, and the ability to connect data with business needs. If you enjoy working in a dynamic environment and leading a team of experts, we invite you to join our team."

Your responsibilities will include:

- managing a comprehensive view of customers, products, channels and business performance, while delivering high-quality business insights
- monitoring and analyzing business performance, profitability, key trends and deviations
- preparing strategic and ad hoc analyses to support business planning and decision-making
- identifying opportunities for growth, increasing customer value, customer retention and improving business performance
- developing reports, dashboards and analytical solutions for management and business stakeholders

- analyzing customer behavior, customer lifecycle, product usage and channel engagement to better understand customer needs
- developing segmentation and analytical models for customer valuation, product preferences and customer churn prediction
- preparing business recommendations based on analytical findings and monitoring the impact of implemented initiatives
- developing Customer Lifetime Value analyses and other key performance indicators
- collaborating with business, finance and data teams to align results, metrics and data interpretation
- assessing the impact of product, pricing and portfolio changes on customers and business performance
- ensuring the quality of data, analytical methods, models and results
- leading, developing and mentoring the Customer Intelligence analytics team
- defining and executing the Customer Intelligence strategy and development roadmap
- presenting key insights to management and providing analytical support for business decision-making

Requirements for the position:

- proof of completed 6/2. or Level 6/1. education
- certificate of no criminal record
- certificate confirming that you are not currently subject to criminal proceedings

Expected knowledge, experience, and competencies include:

- excellent knowledge of SQL and Power BI, with the ability to develop and automate analytical solutions
- knowledge of the Python programming language is considered an advantage
- advanced knowledge of customer analytics methods, segmentation, modeling and profitability analysis
- ability to connect complex data sources into a comprehensive view of customers and business performance
- ability to translate analytical findings into clear and actionable business recommendations
- experience in leading analytics teams, setting priorities and effectively managing stakeholders
- excellent communication and presentation skills for conveying analytical insights to diverse stakeholders

What do we offer?

- a direct impact on the bank's development and operations
- autonomy and responsibility in implementing change

- participation in key digital transformation projects
- co-creating products for thousands of customers
- a flexible and hybrid working environment
- an attractive compensation package
- opportunities for professional development and career growth within the OTP Group across Central and Eastern Europe

We are looking to hire a new team member on a **permanent contract**, subject to the successful completion of a **6-month probationary period.**

Work location: Maribor or Ljubljana, with the possibility of hybrid work (combination of office and remote work)

We are here for your career.

Why choose OTP Bank?

Learn more about us through our company presentation and LinkedIn page.

What do we offer our employees?

Explore the benefits of working at OTP Bank and learn more about our recruitment process.

Applications will be accepted exclusively through the online application form until **2. 12. 2026.**