

Pathao is looking for a **Growth Manager/ Lead** to drive the next phase of our wallet's growth in the Fintech Department. This individual will lead the growth & analytics team, own the metrics that define success, and work alongside the Head of Product & Strategy to turn ecosystem reach into everyday transactions.

The incumbent will be responsible to:

Driving Growth

- Build and execute the growth plan across acquisition, activation, and monetization funnels, in line with the direction set with the leadership
- Lead GTM execution for new products and features
- Own customer retention and engagement programs to maximize lifetime value and reduce churn
- Contribute to partnership plans, marketing campaigns, brand positioning, and communication strategy, alongside Operations and Product & Strategy
- Mentor & develop a high-performing growth team of 2-3 members

Building the Analytics Engine

- Build and lead a high-performing analytics function that gives every growth decision an evidence base
- Define and maintain KPIs, metrics frameworks, and dashboards for tracking growth, user behavior, and financial performance, with definitions aligned with Finance
- Run cohort analysis, funnel analysis, and experimentation to surface optimization opportunities and support launches; ensure statistical rigor and sound interpretation of results
- Partner with Product and Engineering to implement tracking infrastructure and data pipelines

Operating Across the Business

- Manage the growth budget and drive cost-effective customer acquisition and retention; escalate material trade-offs to the leadership team
- Prepare quarterly growth reviews and roadmaps for leadership team
- Collaborate with Partnerships, Product, Finance & other core Pathao verticals on growth initiatives
- Work closely with leadership across Pathao's core verticals to align Pay's growth agenda with company objectives

The incumbent should bring along:

- 5 – 6 years in growth/strategy/analytics roles, including time carrying a GMV or revenue number, with at least 2 years of experience in managing people
- Can build a business plan and defend the projection and pricing logic behind it.

- Fluent with data
- Track record of running product launches and growth campaigns end to end
- Fintech or marketplace experience strongly preferred
- Sound judgment on approvals — campaigns, spend, communications, refunds — and the discipline to work within delegated authority

If you are passionate about thriving in a challenging environment and are ready to Challenge, Create & Change the fintech industry, please apply through this link [Application Form](#)

We will be accepting applications till **August 09, 2026**.