



Digital Sales Business Lead - Savings & Investment

København S, DK, 2300

Job ID: 3018

Ready to shape the future of digital savings in Nordea? This Digital Sales Business Lead role puts you at the heart of Nordea's strategic evolution, where Savings is fundamental to our 2030 vision and continued growth.

As the driving force behind innovative digital sales strategies, you'll help shape how customers achieve their financial goals. This high-impact position demands a sharp commercial mindset and a genuine passion for savings. If you're energized by turning strategic vision into market-leading reality and possess the drive to excel in this pivotal role, you could be the one we are looking for.

About our team

Meet the Data, Digital Sales & Engagement DK team. We are a team of 40+ specialists within Digital Sales and Marketing, from content managers to dialogue specialists and paid media specialists, just to name a few. Common for all

of us is our goal to create the best customer experiences in our digital channels and ensure high visibility for Nordea in own and external channels.

As the Digital Business Lead, you transform our ambition into successful business outcomes, by driving digital sales and engagement activities, being the digital business owner for Savings & Investment. You set targets aligned with overall strategy, build cross-organizational collaborations, and drive sales, engagement, and retention. You optimize processes, handle risks, and ensure compliance while embodying Nordea's vision and leadership principles. Providing feedback and direction, you hold your business team accountable, foster engagement, and develop a high-performing business team to achieve our objectives and deliver strong business results.

Collaboration. Ownership. Passion. Courage. These are the values that guide us in how we work and how we make decisions – and that we imagine you share with us.

Main responsibilities in this role:

- **Strategic Leadership:** Set clear direction for the team based on PeB strategic vision and Business Plan, structure detailed plans with concrete targets, and ensure accountability across key stakeholders to meet business objectives.
- **Commercial Excellence:** Utilize entrepreneurial thinking, your experience within digital sales, competitor insights, and market trends to identify profitable business opportunities and leverage customer insights to target the right customer groups.
- **Digital Business Accountability:** Drive business impact from digital deliveries, taking full responsibility for digital sales results and activities within Savings & Investment.
- **Team Leadership & Development:** Lead and coach business team members as part of DDSE DK leadership team, delivering strong results, excellent customer experience, and digital sales excellence – in close collaboration with capability leads.
- **Stakeholder Management:** Proactively manage cross-functional stakeholders across the value chain locally and nordically

Please note: While this position does not have direct reports, you will have the daily responsibility for the team's activities and thus, this position includes significant informal leadership.

Who you are

This is the right role for you If you're:

- Energized by leveraging your proven digital sales experience to revolutionize how customers discover and engage with savings products
- Further, the challenge of impacting the digital savings experiences in Nordea excites you, and you love working in a dynamic environment where your innovative ideas shape the future of our Digital Sales activities, and where a collaborative spirit drives results

- Proven experience and track record working with digital marketing and sales funnel to develop targeted digital activities & campaigns
- Experience with and understanding of the savings area, including knowledge of customer segments, their specific needs, and how to effectively target and engage each group
- Proven leadership experience, demonstrating the ability to build high-performing cultures, setting the direction and motivating the team, and translate team excellence into tangible business outcomes

It would be ideal if you also:

- Demonstrate an understanding of Banking, including customer needs, our and competitors' value propositions, key products, competitive environment and business trends
- Have a natural tendency to seek learning opportunities to deepen knowledge within Digital Sales, AI or similar, also in areas outside immediate responsibility

What we offer

People come here when they want to get somewhere. For some, it's to take their career to the next level. For others, it's to break new ground within their area of expertise – in other words, with us, you will always move forward.

A culture that fosters performance and growth in one of the largest Nordic banks, offering various opportunities to evolve, develop and learn from brilliant colleagues with diverse backgrounds in a vibrant working environment.

Hybrid working model – we believe in the value of bringing people together and at the same time we embrace the freedom of flexibility.

Diversity and inclusion are a natural part of our daily work. We know that an inclusive workplace is a sustainable one. We genuinely believe that our diverse backgrounds, experiences, characteristics and traits make us stronger together. Every day we strive to find new ways to improve diversity and inclusion within our community e.g. we have signed the European Diversity Charters in the countries where we operate to show our commitment and engage with others to continue learning and improving.

If the opportunity to take digital sales within Savings & Investment to the next level excites you, get in touch!

Next steps

Submit your application no later than 31/03/2026.

For more information, you're welcome to contact Trine Mose at trine.mose2@nordea.dk.

Nordea

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Ansøgningsfrist

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Digital Sales Business Lead

Kontaktperson

Trine Mose