



## Digital Investment Proposition Lead

*Do you want to shape the future of digital investing — and turn strategy into real customer outcomes?*

At Danske Bank, we want to help even more customers move smoothly from being savers to becoming investors – supporting stronger financial outcomes and helping them reach their financial goals.

We are looking for a Digital Investment Proposition Lead who can set direction, build the roadmap and bring our strategy to life across products, channels and customer journeys.

This is a key role for a strategic driver with strong execution power, commercial understanding and curiosity about how customer needs and market dynamics are reshaping investing.

### About the role

As Digital Investment Proposition Lead, you will define and drive our strategic roadmap for digital investing – translating ambition into clear priorities, initiatives and measurable outcomes.

You will be anchored in Investment Products & Offering and be part of the leadership team, working closely with teams across investment concepts, strategy, value proposition, products, sales and distribution, and tax. You will collaborate across tribes and IT, product, marketing, communication, legal, compliance, distribution, and many others to create alignment, momentum and customer impact.

The role combines strategy, execution, stakeholder management and analytical follow-up – with a clear focus on improving customer activation, engagement and conversion.

### Your responsibilities

You will:

- Develop and maintain the roadmap for our digital investment proposition
- Translate strategy into clear priorities, execution plans and measurable outcomes
- Drive initiatives that help customers move from saving to investing in a simple, relevant and engaging way
- Monitor market dynamics across traditional banks, investment platforms, fintechs and neobrokers
- Use customer insight to improve activation, engagement, conversion and long-term investment behaviour
- Create alignment across teams and prepare decision material for senior stakeholders and governance forums

### Your profile

We are looking for a strategy driver who can bring ideas to life. You combine strategic thinking with execution power and understand how customer expectations, digital engagement and competitive dynamics are changing the investment market.

You may have:

- Experience from financial services, investments, wealth management, fintech, digital banking or strategy consulting
- Strong understanding of market dynamics across banks, investment platforms and neobrokers
- Solid insight into customer journeys, activation, engagement and conversion drivers
- Ability to turn customer insight, market trends and strategic priorities into concrete propositions and roadmaps
- Strong stakeholder management and communication skills
- A structured, analytical and impact-oriented approach to execution and follow-up

### What we offer

You will join a strategic priority area with the opportunity to shape how Danske Bank engages customers in investing and supports their long-term financial goals.

The role offers:

- A central role in shaping our digital investment proposition
- High exposure across business areas and senior stakeholders
- The opportunity to create tangible customer and business impact in a fast-changing investment market

This role is based in Copenhagen.

### Interested?

If you are motivated by turning strategy into action, and by helping more customers take confident steps towards investing, we look forward to hearing from you. Applications will be screened on an ongoing basis, and interviews will be held in August. Application deadline is 7th August. For questions, please reach out to Kerstin Lysholm, Head of Investment Products & Offerings, email: [Klys@danskebank.dk](mailto:Klys@danskebank.dk). Please note that questions can be answered until 10th July due to holiday.

#### Danske Bank

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#### Ansøgningsfrist

24. august 2026  
Digital Investment Proposition Lead

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