



Expert Business Developer, Value Proposition & Go-to-Market Expert, Transaction Banking

Do you know how to turn deep payments expertise into a value proposition customers choose—and successfully take it to market? We are looking for a senior commercial expert to shape the next generation of transaction banking across the Nordics and drive adoption, revenue and profitable growth.

Payments are being reshaped by changing customer expectations, real-time services, embedded banking, new competitors and evolving regulation. In this role, you will define where to play, articulate why customers should choose us and mobilise teams across Product, Sales and customer-facing units to turn strategic ambition into measurable commercial impact.

About our team

You will join a Nordic team of 14 experienced business developers and commercial experts based in Stockholm, Copenhagen and Helsinki. We are the Proposition and Growth Team, an engine in Transaction Banking: shaping customer value propositions, strategic pricing and commercial playbooks; leading go-to-market execution and drive strategic initiatives; and advancing customer-centric innovation across Cash Management, Trade & Working Capital Solutions, and Cards & Wallets.

This is a high-impact expert role with broad Nordic exposure, close collaboration with senior executives across the value chain and the opportunity to shape propositions used by corporate customers across our markets. The role can be based in Stockholm, Helsinki or Copenhagen and reports to the Head of Proposition & Growth.

About this opportunity

As our Senior Payments Proposition & Go-to-Market Expert, you will take end-to-end commercial ownership—from opportunity framing and customer insight to proposition design, business case, launch and performance follow-up. You will combine strategic perspective with hands-on execution, challenge established thinking and align senior stakeholders around clear choices. Success means creating propositions that are distinctive, commercially viable and easy for customers and sales teams to understand and adopt.

What you'll be doing:

- Drive the development of differentiated, evidence-based value propositions for priority payment, cash management and trade opportunities.
- Translate customer needs, market dynamics, competitor moves and regulatory change into clear commercial choices and strategic playbooks.
- Design and execute Nordic go-to-market strategies, including segmentation, positioning, packaging, pricing, sales enablement and launch orchestration.
- Build robust business cases and define success measures for revenue, adoption, profitability and customer value.
- Lead cross-functional initiatives across Product, Sales, Strategy, Technology and customer-facing units, creating alignment from proposition design to execution.
- Shape product and portfolio priorities so that roadmaps reflect customer demand, commercial potential and go-to-market requirements.
- Develop executive-level recommendations and compelling narratives that make complex topics clear, relevant and actionable.
- Track market performance and customer response after launch, using insight and data to refine propositions and accelerate growth.

Who you are**To succeed in this role, you bring:**

- Extensive experience in the financing business within payments, cash management or trade area gained in a senior commercial, product, business development or consulting firm role.
- A strong track record of creating customer-led value propositions and taking complex B2B and B2C offerings successfully to market.
- Deep understanding of corporate payment needs, market positioning and the commercial drivers of adoption, revenue and profitability.
- Proven ability to influence senior stakeholders and lead cross-functional work without relying on formal authority.
- Strong strategic, analytical and financial skills, with experience building business cases and using data to guide decisions.
- Exceptional storytelling, presentation and facilitation skills, including confidence in executive and C-level forums.
- A proactive, pragmatic approach and the judgement to prioritise, challenge constructively and execute with pace and quality.

Your background and skills:

- Relevant experience from a bank, fintech, payment provider, mobile wallet, consultancy firm, treasury function or adjacent part of the payments ecosystem.
- A university master degree in business, economics, finance, technology or another relevant field— and professional experience.
- Excellent written and verbal English, plus fluency in at least one Nordic language.
- Advanced PowerPoint and Excel skills, with the ability to turn analysis into concise, persuasive decision material.

What we offer

This is an opportunity to shape high-profile propositions in one of the most dynamic areas of financial services. You will work on commercially significant challenges, influence senior decision-makers and see your ideas move from insight to market across the Nordics. You will join a strong expert community where your payments knowledge will be valued—and where you will have the scope to make a visible difference.

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 this sounds like you, get in touch!

Next steps

Submit your application no later than 04/10/2026. For more information, you're welcome to contact Marina Repo at marina.repo@nordea.com

We enable dreams and aspirations for a greater good.

We build relationships. We add a personal touch to everything we do – when advising our customers, collaborating with colleagues, and meeting our potential candidates.

We learn and develop. We take pride in being experts and thinking ahead. We use our expertise to meet our customers' needs, from the simplest to the most complex. We bring a growth mindset to our work that enables us to focus on a broader perspective in our daily challenges.

We lead change. We are responsible and aware of the impact of our decisions, both for our customers and for our local and global communities. Mindful of our responsibility towards current and future generations, we have made sustainability an integrated part of our business strategy.

We are Nordea. We have a 200-year history of supporting and growing the Nordic economies and our values are deeply rooted in these open, progressive and collaborative societies. As one of the biggest employers in the Nordics, Poland and Estonia, you have excellent opportunities to evolve, develop and move forward with us.

Only for candidates in Sweden: For union information, please contact Finansförbundet at finansforbundet@nordea.se or SACO at SacoNordea@nordea.com.

Nordea

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Ansøgningsfrist

Løbende jobsamtaler
Expert Business Developer, Value Proposition &
Go-to-Market Expert, Transaction Banking

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