



SMRT Corporation Ltd – Deputy Director, Transport Business Planning

You will play a leading role in carrying out transport business planning and market development with the aim of achieving and sustaining business excellence and service excellence in SMRT's multi-modal passenger transport businesses.

You will lead in developing business plans to enhance the local and overseas businesses of SMRT. These will include market analyses, implementation plans, financial plans, fare adjustment reviews and transport policy reviews.

You will also play a key role in formulating market development initiatives to secure new customers for SMRT's multi-modal passenger transport businesses, as well as retain existing customers, so as to grow SMRT's fare revenue and profit. The market development activities will include market intelligence, market research / surveys and market segmentation. The formulation and implementation of the initiatives will involve the stakeholders in relevant SMRT departments, and regulatory approval may need to be secured for the implementation of certain initiatives.

You will also assist in overseeing the transport modelling activities, which provide forecasts for input to financial plans and service operation plans. The modelling activities also involve the use of the CUBE software as appropriate.

You will also serve as a mentor to the junior members of the team, guiding them to achieve high performance and be effective in contributing to the growth of SMRT.

Requirements:

You should possess excellent business planning and management capabilities, business acumen, leadership competencies and strong commitment to achieve business excellence and service excellence in the passenger transport business. You should have a good degree and preferably at least ten years of relevant experience.

Human Resource Division

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All materials will be kept in the strictest confidence. Only shortlisted candidates will be notified.

Have a question or comment about the site? Drop us a line at Customer Relations or call 1800 3368 900. Our Customer Relations representatives are available to answer your questions and help you find what you need.