



Subsector: Asset Management

Job Family: Product Development

Impact Level

Today, this role is responsible for identifying market trends and opportunities in order to develop new products as well as enhance existing products according to client needs and requirements.

Medium Impact

Consolidated Activities

| | Today | Future |
|--|--|---|
| Competitive Market Research | Execution requires deep technical knowledge and a high level of judgment to formulate research strategies and research parameters to be captured by algorithms. | Advanced Analytics tools can be used to speed up the data collation process, and extract key consumer insights in a shorter timeframe. |
| Products Design and Enhancement | Execution requires deep technical knowledge, an innovative mindset, and a high level of judgment to design and assess interventions for over- and under-performing products. | While product design requires innovative mindset, AI and Advanced Analytics can support "what-if" analysis and scenario testing to ensure effective product design. |
| Internal and External Client Engagement | Execution requires human interaction, personal networks and relationships. | Digital platforms may assist in enhancing client conversations, and enabling real-time information sharing. |
| Product Performance Monitoring | Asset management firms have started to leverage internal/external solutions to track and monitor product performance post-launch. | Digital technology can enable real-time product monitoring. Advanced Analytics can also be applied to better understand the root causes. |
| Product Design Implementation | Execution involves overseeing fund launches, repositioning, maintenance and closures, or other related product design/delivery tasks required by the business. | Technical expertise and human judgment will remain critical in delivering complex projects. |

In the next

3-5 years ...

The nature of this role requires deep technical expertise, knowledge and judgment, hence, data and technology will be leveraged to augment the product design/refinement decisions.

Skills Differentiators:

- **Project Management:** The job holder will need to display ability to deliver project objectives, manage working groups, and ensure key activities are implemented to drive project success.
- **Influencing and Negotiation:** The job holder will display confidence in presenting and justifying the rationale for the design recommendations, and gain buy-in from relevant stakeholders.
- **Stakeholder Engagement:** The job holder will be highly skilled to liaise with internal and external stakeholders, effectively eliciting stakeholders' views and developing consensus.
- **Customer Mindset:** This enables the job holder to curate solutions that best meet their clients' requirements, as well as align with strategy defined by the firm.
- **Data Storytelling:** With more information gathered and analysed, the job holder will possess skills to effectively convey findings/messages to different audiences.

