



Subsector: Corporate Banking

Job Family: Product Management

Impact Level

Today, this role is responsible for identifying product development or refinement opportunities based on competitor benchmarking and research (market and consumer).

Medium Impact

Consolidated Activities

	Today	Future
Product Monitoring and Reporting	Execution requires regular evaluation of the existing product portfolio and involves data analysis and drafting of concise findings/recommendations.	Real-time monitoring and reporting can take place, with AI helping to pro-actively identify products that are under-performing.
Consumer and Competitive Market Research	Execution is time consuming, but can be supported by technology when clear strategies are established. Research outcomes are used to drive the identification of new product development or product refinement opportunities. Hence, human judgment is required.	Advanced Analytics provides real-time insights into consumer behavior and preferences, enabling targeted product development for specific client channels. Availability of alternative data sources will also enhance analysis capabilities, allowing better insights for decision-making.
Business Case Development	Execution requires close partnership with various stakeholders within the bank to review product specifications and understand the business requirements for new products.	Human intervention will remain critical to foster the close collaboration with other functions to deliver a strong business case for decision and implementation.

In the next

3-5 years ...

This role will use AI and Advanced Analytics tools to obtain real-time tracking of product performance and accelerate market research and competitor benchmarking. They will leverage the insights obtained to inform opportunities for new products and improve existing solutions.

Skills Differentiators:

- **Data Interpretation and Analysis:** The job holder will need to be skillful in interpreting data to extract key insights for recommendations, decisions or actions.
- **Project Management:** The job holder will possess skills to deliver assignment objectives, key requirements and gain support from key stakeholders to implement actions within the agreed deadlines.
- **Advanced Digital Acumen/Literacy:** The job holder will gain a strong understanding on how solutions and the technical features can be further incorporated in the product management process.
- **Business and Financial Acumen:** The job holder will possess commercial awareness to work effectively with business units and senior management in developing key requirements for various solutions/products that are aligned with the business strategy.
- **Change Management:** The job holder will have the mindset and ability to drive effective change, ultimately improving the adoption of AI/digital solutions to support their day-to-day operations.

