



**Subsector:** Asset Management

**Job Family:** Product Administration

**Impact Level**

Today, this role is responsible for product administration, conducting analysis and tracking product performance to inform the development and enhancement of new products.

High Impact

## Consolidated Activities

	Today	Future
<b>Product Due Diligence and Registration</b>	Execution is fairly repetitive and document intensive. RPA is used to automate new product registration and documentation based on a set of rule-based conditions.	AI tools can help to validate that product requirements are compliant with market and company regulations, and are able to raise exceptions.
<b>Consumer and Competitive Market Research</b>	Execution is time consuming as they are high volume, but can be supported by technology when clear strategies are established.	Advanced Analytics provide real-time insights into consumer behavior and preferences, enabling targeted product development for specific client channels. Availability of alternative data sources will also enhances analyses.
<b>Product Performance Tracking and Reporting</b>	Asset management firms have started to leverage internal/external solutions to track and monitor product performance post-launch.	Digital technology and Advanced Analytics enable data navigation and real-time product health and performance monitoring/analysis. RPA can execute rule-based instructions to collate data from various applications for report assembly.

In the next

**3-5** years ...

Many of the job holders tasks could be outsourced/offshored. Job holder will be required to manage exceptions, provide oversight, and coordinate with third-party service provider.

### Skills Differentiators:

- ▶ **Project Management:** The job holder will possess skills to deliver project objectives, key requirements and gain support from key stakeholders to implement actions that drive project success.
- ▶ **Advanced Digital Acumen/Literacy:** The job holder will gain strong understanding on how solutions can be further leveraged to support the business, and learn the technical features to better liaise with vendors.
- ▶ **Data Interpretation and Analysis:** The job holder will need to be skillful in interpreting data to extract key insights for recommendations, decisions or actions.
- ▶ **Business and Financial Acumen:** The job holder will possess commercial awareness to work effectively with business units and senior management in developing key requirements and addressing business needs.
- ▶ **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.

