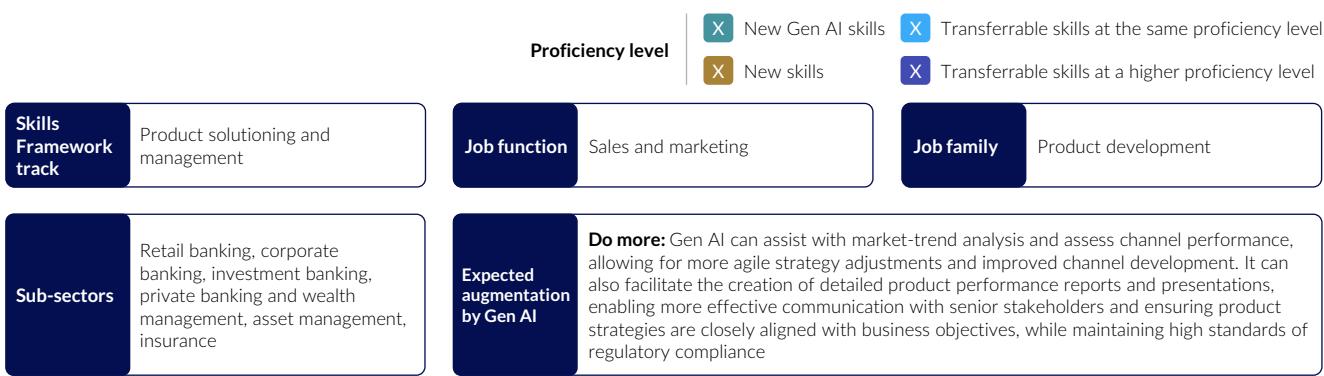


Head of product management



Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Oversee product and/or client channels and strategies	Direct product channel strategies by setting parameters for channel performance assessment and making appropriate strategic changes to capture changing market trends and business needs and focus
	Oversee external and internal partnerships to ensure productive relationships are developed that will help organizations achieve their objectives
	Oversee product channel strategies to ensure new channels are identified and developed and existing channels are improved and transformed
Ensure product relevance and suitability	Evaluate the overall product portfolio against suitability to business strategies
	Oversee product compliance with regulatory and trade guidelines
	Drive product performance in alignment with overall business strategies and clients' wants and needs
Manage product financials and risks	Regularly report and present product performance to senior stakeholders
	Review business assumptions, parameters, and thresholds in product financial risk assessments to ensure relevance and compliance with organizational procedures and policies
Oversee pricing strategies and policies	Collaborate with relevant teams to formulate pricing strategies and the marketing mix of products and services
	Monitor the effectiveness of pricing strategies for products and services based on financial profitability and feasibility according to business needs

New Gen AI skills

Gen AI strategy	5	Gen AI innovation, R&D, and innovation management	5	Prompt design	3
Leading Gen AI-enabled transformations	5	Ethical frameworks for Gen AI	5	Gen AI principles and applications	3
Gen AI data governance	5	Regulatory, legal, and risk management compliance in AI and Gen AI	5		

Source: SkillsFuture Skills Framework