





## Head of product management

### Proficiency level

-  New Gen AI skills
-  Transferrable skills at the same proficiency level
-  New skills
-  Transferrable skills at a higher proficiency level

<b>Skills Framework track</b>	Product solutioning and management	<b>Job function</b>	Sales and marketing	<b>Job family</b>	Product development
<b>Sub-sectors</b>	Retail banking, corporate banking, investment banking, private banking and wealth management, asset management, insurance	<b>Expected augmentation by Gen AI</b>	<b>Do more:</b> Gen AI can assist with market-trend analysis and assess channel performance, allowing for more agile strategy adjustments and improved channel development. It can also facilitate the creation of detailed product performance reports and presentations, enabling more effective communication with senior stakeholders and ensuring product strategies are closely aligned with business objectives, while maintaining high standards of regulatory compliance		

### 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
	Regularly report and present product performance to senior stakeholders
Manage product financials and risks	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