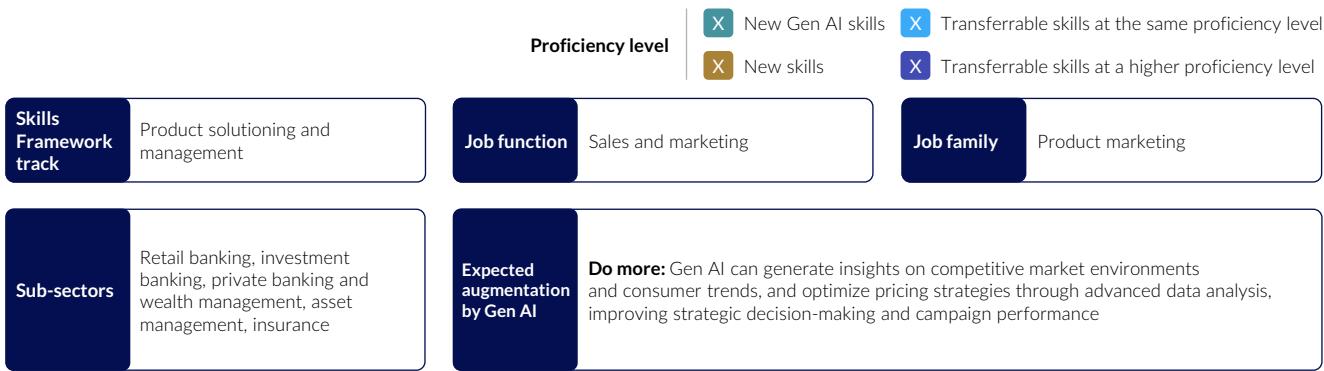


## Head of product marketing



### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Establish marketing budget	Establish metrics to evaluate the ROI of marketing activities against business scorecards
Oversee marketing strategies and campaigns	Monitor the competitive market environment and consumer trends Develop pricing strategies with the product development team to balance the organization's objectives with client satisfaction Ensure enhanced marketing activities achieve desired branding and positioning through market feedback Establish KPIs and objectives of marketing campaigns Drive press releases and marketing campaigns Oversee marketing effectiveness through sales data analyses

### 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		