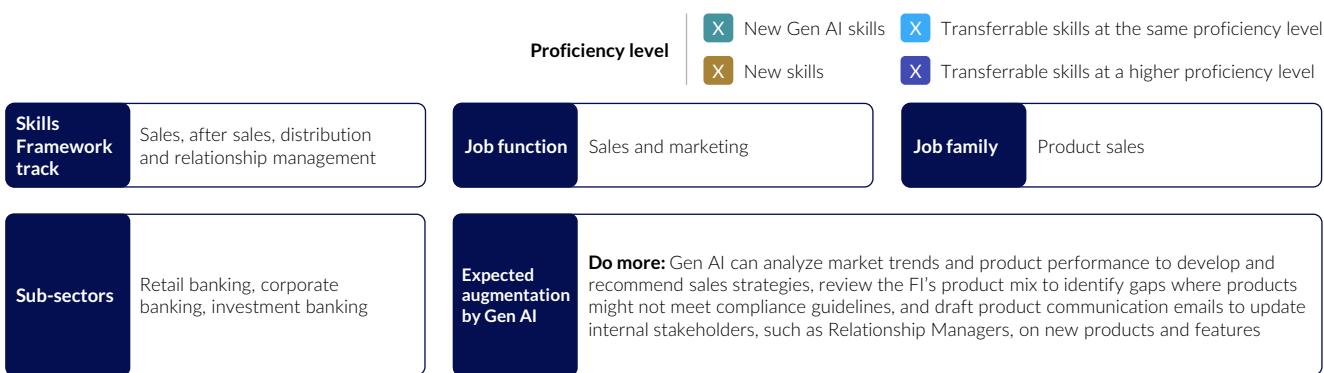


## Head of product desk/Head of product sales



### Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Manage the organization's products	Develop sales strategies for financial products by collaborating with the product marketing department
	Review the organization's product mix to meet business objectives, organizational governance, and compliance guidelines
	Partner with the product marketing department to set a direction for financial product marketing
	Ensure specialists have the required expertise on the range of financial products offered by the organization
Provide product advisory services	Ensure advisory procedures and documentation adhere to business processes and regulatory requirements
	Oversee advisory support systems for operational efficiency and customer-centric culture
	Communicate relevant and timely product-related information to customer networks
Support product trading activities	Monitor market trends and identify appropriate investment strategies
	Monitor sales developments and conduct periodic reviews of sales strategies

### 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		

DO MORE

Source: SkillsFuture Skills Framework