Product development manager

Proficiency level

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

Skills Framework track	Product solutioning and management
Job function	Sales and marketing
Job family	Product development
Sub-sectors	Retail banking, corporate banking, investment banking, asset management, insurance
Expected augmentation by Gen AI	**Do more:** Gen AI can enhance the development of product pricing strategies by analyzing vast amounts of market data and synthesizing evolving trends. Gen AI tools can also identify potential market needs and foster compliance through real-time monitoring, enabling data-driven decision-making for new product features and value propositions

Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Oversee pricing strategies and policies	Develop product pricing strategies aligned to key organizational and business goals by projecting trends and demands in the shifting business landscape
	Evaluate market conditions on pricing strategies and the marketing mix of products and services
Generate ideas for new products	Identify trends of market needs and internal demand for new products
	Review ideas for new product features to ensure compliance with regulations
	Analyze information collected on business environment to assess product suitability
Perform market testing and launches to gather market feedback	Provide technical explanations or briefings about new products to internal and external stakeholders
	Craft clear value propositions for new products to be launched
	Determine a list of improvement strategies on product features based on testing and client feedback

New Gen AI skills

Prompt design	3	Gen AI principles and applications	3	Ethical and responsible Gen AI adoption	3

DO MORE

Source: SkillsFuture Skills Framework