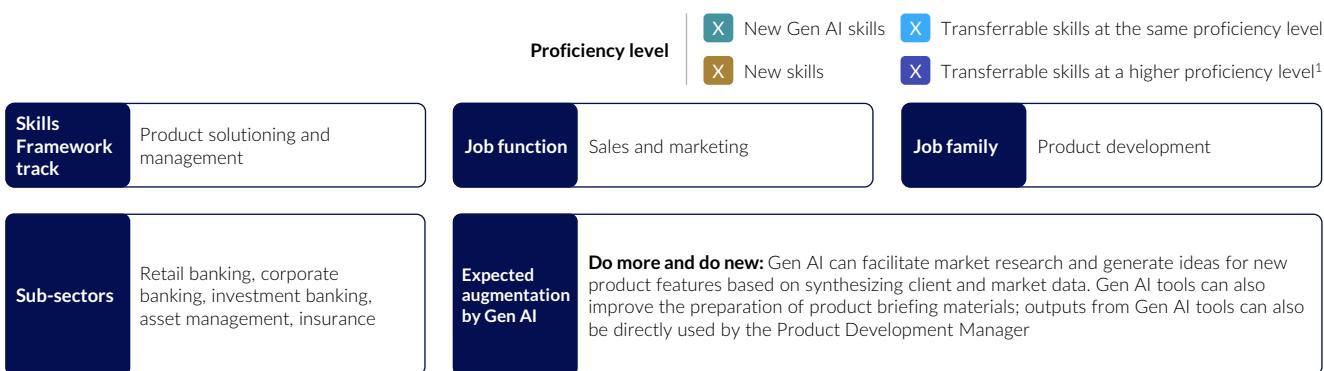


Product development analyst



Key tasks that can benefit from Gen AI

Critical work functions	Key tasks
Oversee pricing strategies and policies	<p>Conduct research to gather data on market conditions</p> <p>Support in developing pricing strategies and policies in accordance with market conditions and product requirements</p> <p>Identify internal organizational factors and external market factors that drive pricing strategies</p>
Generate ideas for new products	<p>Generate ideas for new product features based on market and internal data</p> <p>Filter new product ideas based on suitability and feasibility</p> <p>Collect updated information on regulatory and trade guidelines</p> <p>Analyze various product idea sources, including client demand, internal sales forces, or third parties</p> <p>Collect information on the business environment based on defined business and market parameters</p>
Perform market testing and launches to gather market feedback	<p>Identify the demographic composition of client groups or attendees of the launches</p> <p>Prepare product briefing materials for various key stakeholders</p> <p>Propose specific improvements on product features based on testing feedback</p>

New Gen AI skills

Prompt design	2
Gen AI principles and applications	2
Ethical and responsible Gen AI adoption	2

Additional skills required for potential redesigned role

Role 1: Product marketing executive (adj. ² Score: 0.60)			
Ethical culture	3	Demand and supply analysis	3
Market profiling	3	Sustainable Insurance and re-insurance solutions and applications	3
Business environment analysis	3	Customer behavior analysis	3
Market research and analysis	3	Stakeholder management	3
Role 2: KYC/Customer due diligence analyst (adj. Score: 0.45)			
Continuous improvement management	3	Customer acceptance checking and onboarding	2
Ethical culture	3	Data governance	3
Climate change management	3	Stakeholder management	3
Taxonomy application	3	Account management	3
Regulatory risk assessment	3	Customer relationship management	3

1. Transferrable skills with an increase in one level of proficiency is considered easier to acquire than transferable skills with multiple levels of increase in proficiency, followed by net new additional skills. Depending on job redesign for the financial institution, the financial institution will have to pick select skills to reskill employees on, via a combination of on-the-job training and existing courses.

2. Skills adjacency score.

Source: SkillsFuture Skills Framework