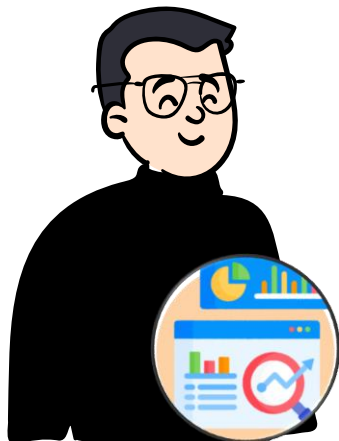


Emerging areas of work



The Hyper-Technologist

Develop guest-centric experiences enabled by data-driven and innovative technologies, blending the digital and physical realms

The Hyper-Technologist is highly attuned to the competitive hotel landscape and is passionate about the ways in which technology can enrich the guest experience and increase operational efficiency. He or she is always up-to-date with emerging technologies and seeks to be at the helm of the hotel's digital transformation. He or she will develop the hotel's technology roadmap, evaluate new technologies for adoption and collaborate with relevant stakeholders to drive technology implementation.

The following roles have been identified under this emerging area of work:

Business Intelligence Analyst¹

- The Business Intelligence Analyst manages and analyses business information using business intelligence tools and technologies to derive insights on business development, sales and marketing strategies.
- The job holder must be data-driven and possess a fundamental understanding of end-to-end business intelligence functions

Technology and Innovation Strategist¹

- The Technology and Innovation Strategist is responsible for leading all technology and innovation initiatives for the hotel and making recommendations for technological process improvements.
- He/she will provide technical leadership and direction to hotel management in the adoption and implementation of tech solutions and identify needs and opportunities for the adoption of new technology.
- He/she will promote the use of emerging technologies and build digital transformation initiatives in the hotel.
- Job holders must be familiar with market trends, emerging technology and innovation methodologies.

Digital Advocate

- The Digital Advocate is responsible for organising and disseminating information pertaining to digital strategy and new technology adoption.
- He/she will instill good data habits in employees and will be the lead advocate for digitalisation in the hotel, acting as a change champion when the hotel adopts new technologies.
- This responsibility will be taken on as an additional task by an existing employee within the hotel.

Legend

Generalist

Specialist

¹More information on the job details of the specialist roles can be accessed by clicking on the job title.

Emerging areas of work

Technology and Innovation Strategist



Job Description

The Technology and Innovation Strategist is responsible for leading all technology and innovation initiatives for the hotel and making recommendations for technological process improvements. He/she will provide technical leadership and direction to hotel management in the adoption and implementation of tech solutions and identify needs and opportunities for the adoption of new technology. He/she will promote the use of emerging technologies and build digital transformation initiatives in the hotel. Job holders must be familiar with market trends, emerging technology and innovation methodologies.

Other Considerations

- Hotels that are more technologically mature may wish to create this role as a dedicated personnel to ensure the organisation is at the forefront of innovation and productivity

Job Tasks

- Lead tech and innovation initiatives and projects for the hotel, including working with functional heads and vendors to co-develop solutions and run proof-of-concepts to experiment and scale new technologies
- Direct and manage all technology evaluation and adoption initiatives in the hotel such as tech scanning for emerging technologies and supporting purchasing efforts
- Facilitate innovation in the hotel by working with key decision makers and stakeholders to identify business problems and ideating innovative technology solutions
- Build a business case for the adoption and implementation of new technologies and obtain buy-in from key stakeholders such as owners, hotel brands and investors
- Work with functional heads to educate teams on new technologies, good data practices and innovation methodologies to foster digital literacy and a culture of innovation in the hotel

Technical Skills and Competencies (TSC) Required¹

- Emerging Technology*
- Productivity Improvement
- Technology Adoption and Innovation
- Technology Assessment*
- Technology Road Mapping*
- Technology Scanning*
- Technology Strategy Formulation*

Critical Core Skills (CCSs) Required¹

- Adaptability
- Communication
- Creative Thinking
- Problem Solving
- Sense Making

¹Nomenclature of Technical Skills and Competencies and Critical Core Skills are derived from SkillsFuture Singapore's Skills Framework (SFw). Skills denoted by an asterisk (*) are not available in SFw for Hotel and Accommodation Services (HAS) but available in other SFw. Skills denoted as (NEW) are future skills not currently captured by SFws. Skills not marked are available in SFw for HAS.