

Senior Executive - Product Management/ Product Manager



IN 3-5
YEARS



Job holders will use insights generated by analytics to formulate product and go-to-market strategies more quickly, expanding to an omni-channel strategy that includes OTT Media and digital media content.

KEY TRENDS



AI &
Analytics



Shift in media
consumption
pattern

FUTURE TASK-LEVEL VIEW

- Data analytics helps to consolidate market trends and customers' preferences for strategic decision-making
- With the increasing popularity of OTT Media and digital media content, product strategy will expand to encompass an omni-channel strategy, including deepening relationships with multi-channel networks and influencers for content partnerships
- Predictive analytics will provide prospective trends on how products will be received upon launch. Job holders will focus on interpreting these insights and incorporating them into key metrics to drive product success
- Job holders will use insights generated by analytics to formulating go-to-market strategies with greater agility, and identify opportunities to improve and enhance products more quickly

SKILLS ANALYSIS



CURRENT SKILLS GAP

- Business Insights
- Business Negotiation

ADDITIONAL FUTURE SKILLS

- Business Acumen
- Design Thinking Practice
- Stakeholder Management
- Transdisciplinary Thinking
- Collaboration

