

OVERVIEW OF EMERGING IMPACT

### Time Horizon

Immediate

Mid-term

Long-term

### Key Trends driving Impact

Consumer of the Future

New Retail Model

Automation & Data

Future-proofed Supply Chain

### Growth Drivers

- Proliferation of technology:** Retailers are integrating technology across business and processes with the following objectives: Customer engagement, employee empowerment, optimising operations, and reimagining products and services. While transformation brings about considerable changes, retailers should have a change management strategy and team in place to build collaborations and can leverage the strength of key stakeholders to facilitate large-scale transformation and build through leadership.

## KEY RESPONSIBILITIES

The Digital Transformation Manager is responsible for driving, leading, and executing enterprise-wide digital and transformation strategies for retail across different functions to accelerate the organisation on its journey to become a digital leader. He/she has to design and monitor the KPIs of the digital transformation roadmap across multiple retail functions (e.g. retail operations, supply chain), driving sustainable deployment of IT infrastructure that improve the efficiency of the business functions.

Critical Work Function	Key Tasks
Drive Digital Innovation	<ul style="list-style-type: none"><li>Partner with key stakeholders to define and implement digital roadmap and solutions with the objective to scale existing or add new initiatives</li><li>Evaluate the retail ecosystem and digital tools, identifying areas of opportunities to bridge the gap between online and in-store retail services and operations</li><li>Research on the current digital solutions available in the retail ecosystem, evaluating the effectiveness of the solutions on meeting the needs of the business</li><li>Forecast workload, costs, planning impacts with retail integrator and suppliers (e.g. software &amp; hardware)</li></ul>

Critical Work Function	Key Tasks
Drive Digital Integration and Change Management	<ul style="list-style-type: none"><li>Partner with teams across the retail functions to implement digital projects</li><li>Lead the technical transformation of the retail functions, emphasising on the balance between engineering excellence, time-to-market, and building a system that supports the future vision in mind.</li><li>Drive change management processes and ensure users’ adoption of new digital capabilities</li><li>Contribute ideas, proposals and actions to conduct engaging upskilling initiatives to drive digital culture in the company and empower employees to work with enabling technology</li></ul>

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none"><li>Business Environment Analysis</li><li>Business Intelligence and Data Analytics</li><li>Data Analytics</li><li>Database Administration</li><li>Demand Analysis</li><li>Technology Adoption and Innovation</li><li>Manage Change</li><li>Market Profiling</li><li>Market Trend Analysis</li><li>Omni-channel Strategy^</li><li>Organisational Planning and Target setting</li><li>Organisational Strategy Formulation</li><li>Project After Action Review</li><li>Project Integration</li><li>Project Quality</li></ul>	<ul style="list-style-type: none"><li>Communication</li><li>Problem Solving</li><li>Digital Fluency</li><li>Learning Agility</li><li>Adaptability</li></ul>

^Skills not in any Skills Framework