



KEY RESPONSIBILITIES

The Product Innovator manages the process of planning, developing and presenting products or enhancing existing products in order to meet customer expectations effectively, taking into consideration current and future needs. This includes conducting research, developing proposals and supervising the design processes. The Product Innovator has to ensure that products, packaging and processes meet the required technical, quality and regulatory standards while satisfying customers’ evolving needs.

Critical Work Function	Key Tasks
Uncover Innovation Opportunities	<ul style="list-style-type: none">• Conduct consumer and market research to generate insights and identify new opportunities for product development• Conceptualise new products or innovate existing products across product lines to attract new markets• Develop long-term vision and goals that inform overall innovation strategies across the portfolio of products• Recommend potential improvements across product development processes
Drive Product Development and Launch	<ul style="list-style-type: none">• Lead the design and development of creative and customer-centric products• Define product strategy from development to product launch, prioritising features, building consensus• Collaborate with cross-functional teams, taking products from conceptualisation through production stages• Coordinate new product releases through internal and/or external communications and vendors• Devise innovative solutions to overcome design and cost limitations

Key Skills and Competencies	
Technical Skills and Competencies	Critical Skills and Competencies
<ul style="list-style-type: none">• Category Management• Customer Experience Management• Market Research• Market Trend Analysis• Product Costing and Pricing• Product Design and Development• Product Performance Management• Product Styling• Quality Assurance	<ul style="list-style-type: none">• Communication• Problem-solving• Collaboration• Creative Thinking• Adaptability