

Level of Impact

Medium Impact

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Develop business development strategies	<ul style="list-style-type: none"> Develop business development plans and business reports to ensure alignment with business development strategies Assess the feasibility of business development pursuits and KPIs for integration into implementation plans Facilitate internal stakeholders' engagement to support implementation plans for new portfolio adoption 	<ul style="list-style-type: none"> [AUGMENTED] Leverage data analytics to develop business development plans. Guide the articulation of intelligent business reports that provide insights and recommendations to improve business results [NEW] Work closely with the team to assess the requirements of technology tools and solutions to implement new business development initiatives Support the integration of tools, systems and processes to enhance the decision-making process for business development Develop new value propositions which enable greater customer outreach through technology and cross-cultural/regional understanding Identify relevant metrics and ROI indicators to assess the feasibility and effectiveness of business development initiatives
Enhance current business portfolio	<ul style="list-style-type: none"> Collaborate with internal stakeholders and obtain their feedback to assess gaps and business opportunities, Integrate new technologies for enhancing business performance and processes Develop demand creation strategies. Expand the business network to meet market demands and support partnership strategies 	<ul style="list-style-type: none"> Leverage data analytics to identify business gaps, opportunities for portfolio enhancement and business process optimisation. Build a working level relationship with stakeholders to support new business opportunities and process changes Build strong relationships with industry players for potential ventures in the future [AUGMENTED] Lead the use of CRM systems to access real-time customer intelligence. Use insights to conduct regular and relevant customer engagements for business development [NEW] Leverage communication platforms, such as mobile applications and social media, to communicate and provide a seamless service experience for business partners and at the same time, obtain a real-time understanding of stakeholders' needs

Job Expectations within the next 3 years

Critical Work Functions	Today	Within 3 Years
Explore new business opportunities	<ul style="list-style-type: none"> Leverage business networks to identify new business opportunities and developments in product offering Review cost-benefit analyses to inform new business venture proposals and decisions Review due diligence reports and regulatory restrictions and engage with identified stakeholders on new business ventures 	<ul style="list-style-type: none"> Review business development decisions based on cost-benefit analyses and understanding of cultural, geopolitical and local market nuances Leverage business networks as well as real-time market insights to diversify business portfolios and manage risks [NEW] Identify cross-selling opportunities through the analysis of customers' buying patterns and behavioural data, as well as product insights [SUBSTITUTED] Regulatory technology to help automate compliance checking and reduce risks while speeding up the process of new business ventures Use digital communication platforms like CRM to manage customer interaction and generate insights and trend reports to convert new business opportunities
Drive collaboration of human resource, technology, finance and continuous improvement initiatives	<ul style="list-style-type: none"> Develop department's financial budgeting process and track budget utilisation Support department's talent attraction, development and retention efforts Develop corporate governance measures Evaluate technologies for process improvement and innovation 	<ul style="list-style-type: none"> Leverage data analytics and BI applications to improve processes, develop department's financial budget and optimise budget utilisation Identify opportunities for workforce development through job redesign and reskilling/upskilling strategies Implement initiatives that align with the organisation's ESG strategy. Support the development of corporate governance measures as applicable to the track/function

Job Adjacency

WITHIN WHOLESALE TRADE			OUTSIDE WHOLESALE TRADE		
Customer Experience Manager	Lead Business Analyst	Product Manager	Brand Manager	Marketing Manager	Project Manager

SKILL DIFFERENTIATORS

Roles Specific

SKILL	DESCRIPTIONS
Advanced Data Analytics	Develop predictive analytics models using statistics, data mining, modelling, machine learning and data visualisation to develop insights to influence stakeholders' decision making and improve business/functional performance.
Cross-Cultural Competence	Facilitate cultural intelligence programmes and share own experiences to provide practical approaches for managing complex situations such as negotiations and complaint handling with customers and business partners from other cultures.
Customer Experience Transformation	Develop the roadmap for implementing the customer experience strategy, including process changes, technology investments and capabilities required. Lead the implementation initiatives as per the roadmap and define the metrics to track customer experience.
Data Management / Security	Collaborate with technology teams to understand data governance frameworks to secure and protect data from unauthorised access and ensure compliance with regulatory requirements.
Digital Channel Development	Evaluate various digital channels' potential and develop plans for developing these channels to build awareness, engagement, conversion, and loyalty among customers. Analyse the performance of the digital channels to identify opportunities for improvement.

IN THE NEXT
3-5 YEARS...

As business development digitalises, the role will support the development of integrated business strategies and the adoption of new technologies for communication and relationship building. The role will lead product and market research to diversify business portfolios and explore potential business opportunities by understanding market conditions, customer segments, cultures and sustainability-related initiatives. The role will use various communication tools to provide personalised experiences to business partners while leading the implementation of business development and partnership initiatives. In the future, the role will have an enhanced need for overseas exposure as companies pursue their international business expansion goals.

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