SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY
SKILLS MAP – SENIOR PRODUCT MANAGER

Sector	Infocomm Technology
Track	Strategy and Governance
Sub-track	Product Strategy
Occupation	Product Manager
Job Role	**Senior Product Manager**
Job Role Description	The Senior Product Manager develops the product portfolio roadmap, pricing and launch strategies and financial projections. He/She oversees the development for a suite of products, evaluates products to identify gaps, issues with product interface, performance and product functionalities based on market feedback, and prioritises the development of product features against strategic goals and initiatives. He drives market research studies to explore new technology, and Oversee the development of business proposals for new opportunities. He works with various teams across the organisation. He is knowledgeable of product development and management tools, as well as various product positioning and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends. The Senior Product Manager adopts a broad perspective when distilling market trends and synthesising opportunities for growth. He is able to put forth fresh perspectives and innovative strategies to drive product portfolios. He is an influential leader who communicates well and sustains strong, positive relationships with his team and clients, articulating the value of the organisation's products engagingly and compellingly.

	Critical Work Functions	**Key Tasks**
Critical Work Functions and Key Tasks	Formulate and implement product development strategy and plans	Create feature descriptions for the organisation's products
		Develop product portfolio roadmap, pricing and launch strategies and financial projections
		Anticipate internal and/or external business challenges and/or regulatory issues
		Present product portfolio performance to senior stakeholders
	Drive product development	Oversee development for a suite of products
		Evaluate products to identify gaps, issues with product interface, performance and product functionalities based on market feedback
		Integrate feedback and requests in the ideation and development of products
		Validate detailed specifications and development costing against market potential and future revenue
		Prioritises the development of product features against strategic goals and initiatives
		Define the requirements for each feature and desired user experience
		Determine the timeline for development, implementation and release process for the product
	Develop and grow business	Develop marketing tactics and pricing strategies
		Drive market research studies to explore new technology
		Drive sales volume from specific target markets in collaboration with sales and marketing team
		Oversee the development of business proposals for new opportunities
		Identify potential partner relationships for the product
	Manage people and organisation	Manage the budget expenditure and allocation across teams and projects
		Monitor and track the achievement of the team's achievements and key performance indicators
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts

		Acquire, allocate and optimise the use of and allocation of resources
		Develop learning roadmaps to support the professional development of the team
		Manage the performance and development process, including providing coaching and development opportunities to maximise the potential of each individual

	Technical Skills and Competencies		**Generic Skills and Competencies**	
Skills and Competencies	Budgeting	Level 4	Computational Thinking	Basic
	Business Agility	Level 4	Communication	Intermediate
	Business Development	Level 4	Global Mindset	Intermediate
	Business Environment Analysis	Level 4	Teamwork	Intermediate
	Business Innovation	Level 4	Virtual Collaboration	Intermediate
	Business Needs Analysis	Level 4		
	Business Performance Management	Level 4		
	Customer Experience Management	Level 4		
	Data Analytics	Level 4		
	Demand Analysis	Level 4		
	Design Concepts Generation	Level 4		
	Design Thinking Practice	Level 4		
	Emerging Technology Synthesis	Level 4		
	Learning and Development	Level 5		
	Manpower Planning	Level 4		
	Market Research	Level 4		
	Networking	Level 4		
	Partnership Management	Level 4		
	People and Performance Management	Level 4		
	Performance Management	Level 4		
	Portfolio Management	Level 5		
	Pricing Strategy	Level 4		
	Product Management	Level 4		
	Project Management	Level 4		
	Stakeholder Management	Level 4		
	Strategy Implementation	Level 4		
	Strategy Planning	Level 4		
	User Experience Design	Level 4		
	User Interface Design	Level 4		
Programme Listing	For a list of Training Programmes available for the ICT sector, please visit: www.skillsfuture.sg/skills-framework/ict			

The information contained in this document serves as a guide.