

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – LEAD PRODUCT MANAGER		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Product Development	
<b>Sub-track</b>	Product Management	
<b>Occupation</b>	Product Manager	
<b>Job Role</b>	<b>Lead Product Manager</b>	
<b>Job Role Description</b>	<p>The Lead Product Manager develops the product portfolio roadmap, pricing and launch strategies and financial projections. He/She leads 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.</p> <p>He works with various teams across the organisation. He uses product development and management tools and is well-versed with various product positioning and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends.</p> <p>The Lead Product Manager adopts a broad perspective when distilling market trends and synthesising opportunities for growth. He puts 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.</p>	
<b>Critical Work Functions and Key Tasks</b>	<b>Critical Work Functions</b>	<b>Key Tasks</b>
	<b>Formulate and implement product development strategy and plans</b>	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
		Review the product requirement documents containing product specifications and requirements
	<b>Drive product development</b>	Lead the development for a suite of products
		Evaluate products and highlight gaps, issues with product interface, performance and product functionalities based on market feedback
		Integrate feedback and requests in the ideation and development of products
		Design 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
	<b>Develop and grow business</b>	Develop marketing tactics and pricing strategies
		Drive market research studies to explore new technology
		Evaluate the feature roadmap for feasibility
		Oversee the development of business proposals for new opportunities
		Lead the team on business proposals for new opportunities
		Evaluate the feasibility of these innovative ideas to grow market share and improve customer experience

	<b>Manage people and organisation</b>	Manage the budget expenditure and allocation across teams and projects		
		Track the achievement of the team's achievements and key performance indicators		
		Propose new operational plans, including targeted budgets, work allocations and staff forecasts		
		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		
<b>Skills and Competencies</b>	<b>Technical Skills and Competencies</b>		<b>Critical Core Skills</b>	
	Budgeting*	Level 5	Adaptability	Advanced
	Business Agility*	Level 4	Collaboration	Advanced
	Business Development*	Level 4	Customer Orientation	Advanced
	Business Innovation*	Level 5	Global Perspective	Advanced
	Business Needs Analysis*	Level 4	Transdisciplinary Thinking	Advanced
	Business Performance Management*	Level 5		
	Customer Experience Management*	Level 4		
	Emerging Technology Synthesis*	Level 4		
	Manpower Planning*	Level 4		
	Networking*	Level 4		
	Partnership Management*	Level 4		
	People and Performance Management*	Level 4		
	Performance Management*	Level 5		
	Portfolio Management*	Level 5		
	Pricing Strategy*	Level 4		
	Product Management*	Level 5		
	Project Management*	Level 4		
	Stakeholder Management*	Level 4		
	Strategy Implementation*	Level 4		
	Strategy Planning*	Level 5		
	Artificial Intelligence Application in Product Development	Level 3		
	Automation Management in Product Development	Level 3		
	Business Environment Analysis	Level 4		
	Business Requirements Mapping	Level 5		
	Data Analytics	Level 4		
	Demand Analysis	Level 5		

	Design Concepts Generation	Level 4	
	Design Thinking Practice	Level 5	
	Learning and Development	Level 5	
	Market Research	Level 4	
	User Experience Design	Level 4	
	User Interface Design	Level 5	
<b>Programme Listing</b>	For a list of Training Programmes available for the ICT sector, please visit: <a href="http://www.skillsfuture.sg/skills-framework/ict">www.skillsfuture.sg/skills-framework/ict</a>		

The information contained in this document serves as a guide.

\*Note: Technical Skills and Competencies (TSCs) with an asterisk (\*) refer to Priority Skills (i.e., TSCs to be prioritised for this role).