

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT		
Sector	Infocomm Technology	
Track	Strategy and Governance	
Sub-track	Product Strategy	
Occupation	Product Manager	
Job Role	Head of Product	
Job Role Description	<p>The Head of Product defines the organisation's product development vision and strategy, and ensures alignment of the product roadmap with the strategy and vision. He/She anticipates the impacts of internal and external business challenges and market conditions on the organisation's product development roadmap. He oversees the organisation's product development process, and enhancements to product portfolios to improve their commercial performance. He guides development teams on issues related to the product design, development and deployment for the product portfolio, and development of differentiated strategies across the lines of business. He distils insights and competitive intelligence with various market analyses to grow the organisation's business.</p> <p>He works with various teams across the organisation. He is knowledgeable of product development and management practices and tools, as well as product branding and pricing methodologies. He is also knowledgeable of new and emerging consumer and industry trends.</p> <p>The Head of Product adopts a global mindsets and integrates trends and knowledge from varying sources to chart a compelling vision for the future of product portfolios. He is a charismatic leader who inspires others toward common goals.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Formulate and implement product development strategy and plans	Define product development vision and strategy
		Create strategies to leverage on or adapt technology to meet market needs and drive buy/build decisions
		Oversee the development and alignment of the product roadmap with the adopted strategy and vision
		Anticipate the impacts of internal and external business challenges and market conditions on the organisation's product development roadmap
		Develop the organisation's go-to-market strategy for the products
	Drive product development	Oversee the organisation's product development process
		Spearhead research and analyses on products and product markets
		Oversee enhancements to product portfolios to improve their commercial performance
		Guide development teams on issues related to the product design, development and deployment for the product portfolio
		Champion the organisation's products and act as a subject matter expert in product markets
	Develop and grow business	Articulate the business value of the product to the product team
		Distil insights and competitive intelligence with various market analyses to grow the organisation's business
		Establish guidelines for marketing tactics and pricing strategies
		Foster relationships with key clients, business partners and industry stakeholders to drive business growth
		Guide the team to develop a differentiated strategies across the lines of business
	Manage people and organisation	Sign off business proposals for new opportunities
		Review operational strategies, policies and targets across teams and projects
		Develop strategies for resource planning and utilisation

		Review the utilisation of resources		
		Oversee the development of learning roadmaps for teams and functions		
		Establish performance indicators to benchmark effectiveness of learning and development programmes against best practices		
		Implement succession planning initiatives for key management positions		
Skills and Competencies	Technical Skills and Competencies		Generic Skills and Competencies	
	Budgeting	Level 5	Communication	Basic
	Business Agility	Level 5	Computational Thinking	Basic
	Business Development	Level 5	Service Orientation	Intermediate
	Business Environment Analysis	Level 5	Managing Diversity	Intermediate
	Business Innovation	Level 5	Creative Thinking	Intermediate
	Business Needs Analysis	Level 5		
	Business Performance Management	Level 5		
	Customer Experience Management	Level 5		
	Data Analytics	Level 5		
	Demand Analysis	Level 5		
	Design Concepts Generation	Level 5		
	Design Thinking Practice	Level 5		
	Emerging Technology Synthesis	Level 5		
	Learning and Development	Level 6		
	Manpower Planning	Level 5		
	Market Research	Level 5		
	Networking	Level 5		
	Partnership Management	Level 5		
	People and Performance Management	Level 5		
	Performance Management	Level 5		
	Portfolio Management	Level 6		
	Pricing Strategy	Level 5		
	Product Management	Level 5		
	Project Management	Level 5		
	Stakeholder Management	Level 5		
	Strategy Planning	Level 5		
	User Experience Design	Level 5		
	User Interface Design	Level 5		
	User Testing and Usability Testing	Level 5		
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.