

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – HEAD OF PRODUCT		
Sector	Infocomm Technology	
Track	Product Development	
Sub-track	Product Management	
Occupation	Product Manager	
Job Role	Head of Product	
Job Role Description	<p>The Head of Product drives the product development vision and strategy and ensures alignment of the product roadmap with organisational strategy and vision. He/she oversees the development for a suite of products to achieve strategic goals. He establishes relationships with key clients and business partners to drive business and product growth. 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 proficient with product development and management practices and tools, as well as various product positioning and pricing methodologies. He keeps abreast of the latest consumer and industry trends and anticipates new trends.</p> <p>The Head of Product adopts a global mindset when distilling market trends and synthesising opportunities for growth. He guides the team to adopt innovative practices and mindsets. He is an influential leader who inspires others to achieve long-term strategic goals and influence.</p>	
Critical Work Functions and Key Tasks	Critical Work Functions	Key Tasks
	Formulate and implement product development strategy and plans	Develop strategies to meet market needs and make product decisions
		Oversee product portfolio roadmap, pricing and launch strategies and financial projections
		Anticipate the impacts of internal and/or external business challenges and/or regulatory issues
		Review product portfolio performance
	Drive product development	Oversee development for a suite of products
		Oversee the alignment of product performance and functionality to organisational strategy and vision
		Drive product enhancements through analysing results of feedback loops
		Validate detailed specifications and development costing against market potential and future revenue
		Influence stakeholders to achieve strategic goals and initiatives
		Develop strategies to align product features with desired user experience
		Lead the development, implementation, and release process for the product
	Develop and grow business	Spearhead research and analyses on products and product markets
		Establish relationships with key clients and business partners to drive business and product growth
		Oversee the execution of the feature roadmaps
		Distil insights and competitive intelligence with various market analyses to grow the organisation's business
		Identify potential partnerships and new opportunities for product development
		Foster an innovative mindset within the product team

	Manage people and organisation	Forecast budget expenditure and allocation across teams and projects		
		Establish key performance indicators of the team		
		Review newly proposed operational strategies, policies and targets across teams and projects		
		Review the utilisation of resources		
		Drive the development of learning roadmaps for the team		
		Implement workforce planning initiatives for the team		
		Skills and Competencies		
Technical Skills and Competencies			Critical Core Skills	
Budgeting*	Level 5		Customer Orientation	Advanced
Business Agility*	Level 5		Decision Making	Advanced
Business Development*	Level 5		Global Perspective	Advanced
Business Innovation*	Level 6		Influence	Advanced
Business Needs Analysis*	Level 5		Transdisciplinary Thinking	Advanced
Business Performance Management*	Level 6			
Customer Experience Management*	Level 5			
Design Thinking Practice*	Level 6			
Emerging Technology Synthesis*	Level 5			
Learning and Development*	Level 6			
Manpower Planning*	Level 5			
Networking*	Level 5			
Partnership Management*	Level 5			
People and Performance Management*	Level 5			
Performance Management*	Level 6			
Portfolio Management*	Level 6			
Product Management*	Level 6			
Project Management*	Level 5			
Stakeholder Management*	Level 5			
Strategy Planning*	Level 5			
Artificial Intelligence Application in Product Development	Level 4			
Automation Management in Product Development	Level 4			
Business Environment Analysis	Level 5			
Business Requirements Mapping	Level 5			
Data Analytics	Level 5			

	Demand Analysis	Level 5	
	Design Concepts Generation	Level 5	
	Market Research	Level 5	
	Pricing Strategy	Level 5	
	Quality Standards	Level 5	
	Strategy Implementation	Level 4	
	System Integration	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.

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