

SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CHIEF PRODUCT OFFICER		
<b>Sector</b>	Infocomm Technology	
<b>Track</b>	Product Development	
<b>Sub-track</b>	Product Management	
<b>Occupation</b>	Chief Product Officer	
<b>Job Role</b>	<b>Chief Product Officer</b>	
<b>Job Role Description</b>	<p>The Chief Product Officer 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.</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 Chief Product Officer adopts a global mindset 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>	
<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>	Define product development vision and strategy
		Create strategies to 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
	<b>Drive product development</b>	Oversee the organisation's product development process
		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
		Articulate the business value of the product to the product team
	<b>Develop and grow business</b>	Establish product branding strategies, marketing tactics and pricing strategies
		Foster relationships with key clients, business partners and industry stakeholders to drive business growth
		Guide the team to develop differentiated strategies across the lines of business
		Sign off business proposals for new opportunities
	<b>Manage people and organisation</b>	Develop strategies for resource planning and utilisation
		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

	Technical Skills and Competencies	Critical Core Skills		
<b>Skills and Competencies</b>	Business Agility*	Level 6	Customer Orientation	Advanced
	Business Continuity*	Level 6	Decision Making	Advanced
	Business Development*	Level 6	Global Perspective	Advanced
	Business Innovation*	Level 6	Influence	Advanced
	Business Requirements Mapping*	Level 5	Transdisciplinary Thinking	Advanced
	Design Thinking Practice*	Level 6		
	Emerging Technology Synthesis*	Level 6		
	Networking*	Level 5		
	Organisational Analysis*	Level 6		
	Partnership Management*	Level 6		
	Portfolio Management*	Level 6		
	Stakeholder Management*	Level 6		
	Strategy Planning*	Level 6		
	Artificial Intelligence Application in Product Development	Level 6		
	Automation Management in Product Development	Level 6		
	Budgeting	Level 5		
	Business Environment Analysis	Level 5		
	Business Needs Analysis	Level 5		
	Business Performance Management	Level 6		
	Customer Experience Management	Level 5		
	Data Analytics	Level 5		
	Demand Analysis	Level 5		
	IT Strategy	Level 6		
	Learning and Development	Level 6		
	People and Performance Management	Level 5		
	Performance Management	Level 6		
	Pricing Strategy	Level 5		
	Product Management	Level 6		
	Project Management	Level 6		
	Quality Standards	Level 6		
	System Integration	Level 6		
	User Experience Design	Level 5		

	User Interface Design	Level 5	
	User Testing and Usability Testing	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).