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| **SKILLS FRAMEWORK FOR INFOCOMM TECHNOLOGY SKILLS MAP – CHIEF PRODUCT OFFICER** | | | | | | |
| **Sector** | Infocomm Technology | | | | | |
| **Track** | Product Development | | | | | |
| **Sub-track** | Product Management | | | | | |
| **Occupation** | Chief Product Officer | | | | | |
| **Job Role** | **Chief Product Officer** | | | | | |
| **Job Role Description** | 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.   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.  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. | | | | | |
| **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 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 | | |
| 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 | | |
| **Develop and grow business** | | 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 | | |
| **Manage people and organisation** | | 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 | | |
| **Skills and Competencies** | **Technical Skills and Competencies** | | **Critical Core Skills** | | |
| 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 | |
| **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). | | | | | | |
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