

ROLE PROFILE

Position Title: Manager Pricing and Forecast	Reporting to: Senior Manager Product Intelligence
Business Unit: Business	
Division: Product Hub	Department: Product Intelligence

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for defining pricing strategies for the B2B product portfolio, continuously managing the pricing and discount schemes for developed products and services and forecasting their revenue potential. Additionally, it involves crafting competitive pricing strategies for both new and existing products and services, ensuring alignment with market conditions, regulatory requirements, and business objectives. Specifically, regarding regulatory matters, this role acts as the single point of contact (SPOC) with internal legal and regulatory teams to ensure regulatory compliance and clear product conditions. The role requires helping the organization anticipate revenue variances and market needs, adjusting strategies accordingly by creating detailed revenue forecasts and tracking product performance. With a multiplier and internal coaching elements within the role, it requires close collaboration and alignment with Product Hub management and teams to ensure cohesive strategy execution.</p>	<p>Functional Context: Ooredoo's Business BU is a critical part of the company's first line customer facing activities for all Business Accounts and has a significant role to play in long term business value creation through product design, achievement of sales revenue, profit and customer satisfaction, as defined in the annual business plans. The department consolidates expertise and acts as an authority in pricing, forecasting, business cases, and market intelligence for the Product Hub, serving as an internal consultant and knowledge amplifier for product managers who actively contribute to all areas. As part of its market intelligence, it engages with B2B customers by conducting surveys, product analysis (e.g. conjoint analysis), and competitor analysis. It runs PoCs around specific products or industry trends aimed at uncovering new commercial opportunities and positioning OQ in the market. The team works closely with its neighbor department of Product Value Management and base management from business accounts in building its market intelligence and sharing it where relevant. Specifically for pricing, forecasting, and business cases, the team works closely with the Business Planning team, contract management, and other pricing and commercial nodes such as commercial management in business solutions.</p>
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> • Pricing Strategies and Revenue Forecasting • Define and execute pricing strategies for new and existing products and services, ensuring alignment with market conditions, regulatory environment, customer expectations, and business objectives. • Coordinate pricing initiatives for new and existing products and services, ensuring alignment with market conditions, customer expectations, and business objectives. • Incorporate digital pricing models and dynamic pricing strategies to stay ahead in the market, allowing for various promotions and special pricing conditions. • Conduct comprehensive revenue forecasting using statistical models, trend analysis, and business intelligence tools to predict sales performance and revenue growth. • Track and analyze the performance of pricing strategies and forecasts against actual sales and market conditions. • Lead the development and optimization of OQ B2B pricing model, packaging, and discount strategy, ensuring it aligns with business objectives. • Create detailed revenue forecasts based on market trends, historical data, and competitive analysis. • Data Insights and Pricing & Forecast Excellence • Utilize data analytics and revenue management software to forecast demand, identify pricing trends, and drive data-driven pricing decisions. • Define and track pricing KPIs (e.g. ARPU, CAC, CLV, gross margin) to monitor the effectiveness of pricing and inform real-time adjustments based on market data and competitor analysis.
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- Develop product pricing insights and conduct pricing optimization and cost-benefit analyses to maximize profitability and market competitiveness.
- Maintain thorough documentation of pricing processes and initiatives, ensuring alignment with organizational policies and adherence to relevant regulations and standards.
- Stay abreast of legal and regulatory changes impacting pricing and forecasting activities.
- Identify and mitigate potential risks associated with pricing and revenue forecasts.
- Collaboration & Stakeholder Management
- Work closely with the Business Accounts, Business Solutions, Contract Management and Product team to analyze and respond to price change requests, considering margin impacts, potential volume increases, and competitor pricing, to make informed decisions.
- Partner with Planning by providing essential inputs on pricing analysis and financial planning to ensure alignment with overarching business objectives.
- Prepare detailed reports and presentations on pricing and revenue forecast findings for senior management and other stakeholders.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: No Direct Budget Responsibility: No Direct People Management Responsibility: No	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Vendors Business Partners Customers

D. KEY PERFORMANCE INDICATORS (KPI)

- Revenue and profitability in the products portfolio driven by pricing decisions
- Managing regulatory approval for new products pricing or pricing changes/discounts (for regulated products)
- Conduct successful pricing of single, packaged or joint product offerings for new or reviewed products including discount schemes
- Forecast accuracy and updates

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. Proven expertise in pricing management and forecasting within a Telco or ICT provider, or in a similar role within a large organization handling complex B2B product pricing. Experience should include portfolio pricing strategy, pricing models for products and services, and telco regulatory pricing. Prior expertise in working with data and numbers & understanding how to use tools to model market scenarios including competition based on pricing, and the impact on OQ market share and product adoption.		Minimum Entry Qualifications Bachelor's Degree in Business Administration or Marketing or Engineering Preferred Certifications / Other Qualifications Any Relevant Certifications	
PRICING	Expert	Customer Focus	Basic
BUDGETING & PLANNING	Advanced	Creative Thinking	Basic
FINANCIAL ANALYSIS & TELECOM ECONOMICS	Intermediate	Quality and Continuous Improvement	Basic

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PROJECT MANAGEMENT PRODUCT DEVELOPMENT & MANAGEMENT	Intermediate Intermediate	Promoting Teamwork	Basic	
Competency Level (Reference Range)	Basic Low >----->	Intermediate >----->	Advanced >----->	Expert >----->High