

ROLE PROFILE

Position Title: Senior Manager Product Development	Reporting to: Assistant Director Product Development
Business Unit: Consumer	
Division: Product Development & Services	Department: Product Development

A. ROLE AND CONTEXT

<p>Purpose: This role is responsible for managing product development and management for the Consumer Portfolio of Ooredoo Qatar. The role will have overall responsibility for leading and driving projects, new developments/ enhancements and configuration management activities as per approved roadmap.</p>	<p>Functional Context: Ooredoo's Consumer business unit is a critical part of the company's first line customer facing activities for all consumer product offerings 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 manages the entire product development process from ideation to launch for all roadmap initiatives for the Consumer BU portfolio - including Voice, Messaging and Data services, international calling, roaming services, Subscription Services, Mobile Internet and Mobile Broadband, Fixed Broadband, TV, MFS, Digital etc.</p>
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B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> • Develops and leads the strategy, ideation, design, evaluation, launch and rollout for the Core Consumer roadmap initiatives - Prepaid, Postpaid, Fixed, TV, Digital, Devices, VAS, OTV, Loyalty etc, • Drives development and implementation of Consumer roadmap and be the POC for the Consumer BU towards Technology BU and external partners, where relevant. • Manages the overall product lifecycle for products and services within the consumer BU. • Posses hands on experience in managing/implementing Distribution management systems, stock management systems, Voucher management systems, electronic top-up solutions. • Possess deep understanding of BSS IT systems CRM, ESBs, Mediation, Charging and Billing platforms including bill generation, Digital and APIs • Develops and implements product development, demand management, portfolio management and project management methodologies. Possess expert level Project Management, Waterfall, Agile Scrum, Design Thinking skills. • Writes RFPs and drives procurement process for strategic solutions, together with the relevant departments and leads implementation of these solutions • Writes, reviews and approves technical specifications for new products or services or enhancements. • Increases profitability of existing products and services. • Ensures the delivery of profitable products into the market that meet customer expectations by leveraging market research to get customer perception and needs. • Defines the improvements to customer experience of the overall product proposition. • Together with the commercial managers identifies the requirements for particular segments and develops products or services to address that requirement which will successfully deliver the revenue or acquisition targets determined. • Analyses market potential of new products and technologies with respect to overall strategic development of all Ooredoo branded services. • Conducts Business analysis and writes functional specifications for functional and non-functional requirements. • Develops Product Quality Assurance and User Acceptance Testing frameworks and ensures that any product or service introduced is fully functional and provides a workable solution. • Plays a key role in digitizing core business and designing customer centric solutions • Undertakes proactive and reactive product health checks and takes any necessary remedial actions. • Ensures the delivery of profitable products into the market that meet customer expectations by leveraging market research to get customer perception and needs. • In conjunction with other departments (Prepaid, Postpaid, Fixed, TV, MFS, Digital Services, Digital Transformation etc) supports Ooredoo's Consumer BU strategy. • Defines the improvements to customer experience of the overall product proposition. • Evaluates solution choices by engaging vendors and providing evaluations of each solution including ROI evaluations in the

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present and future implications.

- Conducts regular market research to maintain high technological and market value level in comparison to world’s leading companies.
- Liaises with other stakeholders to ensure that the appropriate capacity, quality and cost parameters are being sourced and delivered for Ooredoo use.

C. SCOPE AND INTERACTIONS

Direct Revenue Responsibility: Yes Direct Budget Responsibility: Yes Direct People Management Responsibility: Yes	Primary Interactions (Internal/External)	
	Internal Relationships: Cross Functional	External Relationships: Vendors Business Partners Customers

D. KEY PERFORMANCE INDICATORS (KPI)

- Increased overall profitability of Consumer BU products
- Decreased time to market
- Cost efficiency in product development
- On plan rollout of projects, new products, promotions, product enhancements etc
- Improved customer perception through qualitative research
- Quality assurance and Quality Health Check of Consumer BU products/services before launch and post-launch

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills 10 years' experience in a similar role. Experience in defining, developing requirements and delivery of products and services within a technology company - telecommunications and software domains. Must have knowledge of telecom technology platforms especially IT systems. Must have experience of product development, product management life cycle, portfolio management, project management function. Must have team management experience. Must Vendor management and RFP experience.	Minimum Entry Qualifications Bachelor's Degree in Business Administration or Marketing or Engineering Preferred Certifications / Other Qualifications Any relevant certifications
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<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
VALUE PROPOSITION	Advanced	Building Customer Value	Intermediate
CUSTOMER EXPERIENCE	Advanced	Delivering Results & Fostering Collaboration	Intermediate
MOBILE FINANCIAL SERVICES	Expert	Shaping Strategy	Intermediate
DIGITAL SERVICES	Advanced	Driving Change	Basic
PARTNER MANAGEMENT	Intermediate	Networking and Influencing Collaboratively	Basic
PLANNING + (P&L FIT)	Advanced	Leading Teams	Basic
Competency Level (Reference Range)	Basic Low	Intermediate	Advanced Expert High