ROLE PROFILE

Position Title: Director Product Portfolio Management	**Reporting to:** Senior Director Product Hub
Business Unit: Business	
Division: Product Hub	**Department:** Product Portfolio Management

A. ROLE AND CONTEXT

Purpose:

This role is responsible for setting the direction, development, optimization, and growth of Ooredoo B2B product portfolio. It includes creating and managing converged (ICT and Connectivity) products and orchestrating cross-functional teams to bring compelling products to market that maintain the leadership position of OQ in its core offerings and establishes OQ as key player in near core areas. The key responsibilities are strategic planning, product development and portfolio management, innovation, technology demand management, product technical architecture, performance tracking and team leadership. The role holder requires solid commercial experience in productizing and packaging of services aimed at bringing highly automated, scalable and segment-tailored offerings to market. It also requires deep technical expertise with the most common cloud technologies including those of hyperscaler offerings such as google cloud, Azure and sovereign cloud. The position requires a strategic approach to market opportunities achieving market and industry visibility, partnership development especially with hyperscalers, and the monetization of Ooredoo's investments in cloud technologies and data-Center infrastructure.

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 Product Hub focuses on productizing mass-market products and services moving forward, while the newly established Business Solutions unit specializes in customized solutions, using products from the hub as foundational elements and forming direct partnerships for unique service integrations. Product Portfolio Management focuses on developing and maintaining a competitive portfolio of B2B products, ensuring they meet market demands and align with strategic objectives.

B. ROLE ACCOUNTABILITIES

- Define and implement the product strategy, vision, and roadmap for the Core and ICT product portfolio to ensure market leadership, differentiation, and profitable market share growth.
- Forecast and manage technology demands for Core and ICT product development by analyzing customer data, requirements, and emerging technologies to enhance product quality and foster innovation.
- Lead the strategic direction of the product's technical aspects, overseeing architecture, design, and implementation.
- Ensure the achievement of revenue targets profitability of Core and ICT products through strategic planning, efficient deployment, and ongoing optimization efforts.
- Oversee full product lifecycle for Core and ICT segments: conception, road mapping, product development, lifecycle management, and retirement.
- Supervise the design and implementation of technical architecture for Core and ICT products to support portfolio scalability, reliability, and performance.
- Coordinate technical programs including product and engineering teams to improve products and features, quality and relevance.
- Provide technical leadership and guidance to cross-functional teams involved in product development and deployment, including engineers, architects, and product managers.
- Drive productization and automation to create a convergent product portfolio that enable product packaging and joint offerings increasing the level of entanglement within the large enterprise and SMB segments.
- Collaborate with teams including Business Accounts, Solutions, and Operations & Services to streamline product development, launch, lifecycle management and customer experience.

- Support Business Accounts team by leveraging product expertise and market insights to strategically position products, address customer inquiries, and solve problems.
- Additionally, contribute to sales efforts by providing support on standardized product offerings.
- Collaborate with Business Solutions to fulfil RFPs, including offering product insights and features, as well as customizing solutions to meet specific needs.
- Collaborate with Operations to ensure seamless delivery and ongoing support of products throughout the customer lifecycle.
- Partner with Planning by providing essential inputs on business cases and financial planning to ensure alignment with overarching business objectives.
- Foster strong relationship with key stakeholders, technology providers (internal and external), hardware manufacturers, telco equipment suppliers and hyperscalers to enhance OQ product offering and expand market reach.
- Define, monitor, and analyze product performance metrics to make data-driven decisions that continuously improve product offerings.
- Ensure the quality, reliability, and security of products through robust testing and quality assurance processes.
- Stay up to date with industry trends and emerging technologies and incorporate insights into product development and strategy.
- Drive innovation and evolution across department focusing on immediate improvement of processes, methods and next generation of capabilities (e.g. machine learning, AI, IoT, blockchain).
- Determine resource requirements for product development initiatives, including personnel, technology, and other assets.
- Builds and leads a high-performing product team, providing guidance, mentorship, and support.
- Identify and mitigate risks associated with product development and portfolio management.

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)

- Revenue and profitability growth in the products and portfolio
- Cost efficiency in product development and management
- Decreased time to market
- Rollout of new products
- Customer satisfaction
- Product performance
- Product innovation and penetration
- Improve entanglement level in various segments of focus

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
12 years' experience in a similar role. At least 5 years in leadership. Proven expertise in product, technology, and people management within the telecommunications industry, with deep knowledge of core and ICT technologies. Experience in launching and managing products and services is essential, fixed and mobile connectivity	Bachelor's Degree in Business Administration or Marketing or Similar **Preferred Certifications / Other Qualifications** Any relevant certifications or advanced degree

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B2B telecom offerings, cloud infrastructure, and security are essential. Knowledge and interest in the Data and AI domain is a strong plus.	

Technical Competencies	Required Level	Behavioural Competencies	Required Level
PRODUCT DEVELOPMENT & MANAGEMENT	Expert	Building Customer Value	Intermediate
GO TO MARKET	Expert	Delivering Results & Fostering Collaboration	Intermediate
INDUSTRY DEVELOPMENT	Advanced	Shaping Strategy	Intermediate
PLANNING + (P&L FIT)	Advanced	Driving Change	Intermediate
		Networking and Influencing Collaboratively	Intermediate
		Leading Teams	Intermediate

Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >------------------------->----------------------->---------------------->High			