

# ROLE PROFILE

<b>Position Title:</b> Manager Mobile Connectivity	<b>Reporting to:</b> Director Product Portfolio Management
<b>Business Unit:</b> Business	
<b>Division:</b> Product Hub	<b>Department:</b> Product Portfolio Management

## A. ROLE AND CONTEXT

### Purpose:

This role is responsible to lead OQ's B2B product strategy, development and execution of building mobility service offering in line with Ooredoo's strategic growth objectives and market demands. This position has strong management visibility and is expected to carry revenue target in a key revenue area aimed at uniquely positioning OQ in the converged connectivity and ICT playfield. This role requires solid commercial experience in productizing and packaging of services aimed at bringing growth to the Mobility products and services Portfolio including prepaid and postpaid, across voice, data, international & roaming. The position requires a strategic approach to market opportunities achieving market and industry visibility to retain Ooredoo's leadership position in the market

### 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 enterprise grade services for the B2B sector at Ooredoo Qatar covering core connectivity and ICT domains. It works closely with the Business Solutions unit specializing in delivering customized solutions, using products and services from the hub as foundational elements while forming direct partnerships for unique service integration and delivery. The B2B sector covers government, large enterprises as well as small to medium businesses. As part of the Product Portfolio Management department the Hosting, Data & AI product team will ensure the development and maintenance of a competitive portfolio of products and services in the domain, positioning OQ B2B as the secure and sovereign digital transformation partner for the Qatari enterprise market. Building on an already established market presence including colocation services and private cloud, the team is mandated with establishing the state-of-the-art managed multi-cloud and XaaS product offerings in collaboration with hyper scalers and putting OQ on the forefront of providing cloud services, business data analytics and AI-as-a-service. In the portfolio approach to market, the team also enables traction in other product areas such as connectivity and offering OQ cloud based fully managed application environments.

## B. ROLE ACCOUNTABILITIES

- Define and implement the product strategy for Ooredoo's mobile connectivity offerings, ensuring alignment with broader corporate goals and market trends.
- Develop a robust product roadmap that capitalizes on emerging technologies in mobile communications, and 5G.
- Foster strategic partnerships with key technology providers, equipment manufacturers, and network operators to enhance Ooredoo's mobile product portfolio and extend market reach.
- Establish OQ as a preferred partner for government and industry-led initiatives related to mobile connectivity.
- Provide executive oversight on the lifecycle of mobile connectivity products, from conception to market delivery, ensuring all offerings align with OQ's strategic objectives, customer needs, and deliver exceptional value.
- Oversee the allocation of resources, including budget and personnel within the team.
- Prioritize projects that align with strategic goals and have the highest potential for revenue growth and market impact.
- Achieve the target revenue and growth for the mobile product area, along with other agreed KPIs.
- Develop and implement robust risk management strategies to mitigate potential risks in mobile product development.
- Lead the establishment of key performance indicators (KPIs) and metrics to monitor the success of mobile connectivity products.

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<ul style="list-style-type: none"> <li>• Drive continuous improvement through data-driven insights and performance analysis.</li> <li>• Identify and act on opportunities to optimize pricing, reduce costs, and enhance product adoption, collaborating closely with the product intelligence and value management teams to achieve these goals.</li> <li>• Lead and coach the team to develop their expertise as subject matter experts, enabling them to effectively support OQ enterprise clients in their digital transformation journeys powered by mobile connectivity solutions.</li> <li>• Steer OQ's digital transformation efforts by embedding enterprise mobility solutions into the portfolio and supporting systems.</li> <li>• Lead change management initiatives to ensure successful adoption of new technologies and processes that enhance mobile productivity and connectivity for businesses.</li> <li>• Implement scalable innovation practices to accelerate product development and reduce time-to-market for enterprise mobility offerings.</li> <li>• Promote a culture of rapid prototyping, continuous iteration, and learning from market feedback to optimize solutions that meet the evolving needs of enterprise clients.</li> <li>• Lead collaboration with value proposition team to develop targeted campaigns and promotional strategies that effectively position mobile connectivity products in the market.</li> <li>• Coordinate with customer service and support teams to ensure they have the necessary tools and knowledge to address customer inquiries and feedback regarding mobile connectivity offerings.</li> <li>• Liaise with finance and legal departments to ensure compliance with regulatory requirements and alignment with financial goals for mobile connectivity products.</li> <li>• Foster collaboration with product management, product intelligence, and base management teams to gather insights on customer behaviour, preferences, and performance metrics related to mobile connectivity services.</li> <li>• Serve as the primary point of contact for cross-functional teams involved in the development and launch of mobile connectivity products, ensuring effective communication and coordination.</li> <li>• Represent Ooredoo at high-level meetings with government bodies, regulatory agencies, and industry groups to advocate for OQ's position as a leading player in the mobile connectivity market in Qatar.</li> </ul>
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## C. SCOPE AND INTERACTIONS

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

## D. KEY PERFORMANCE INDICATORS (KPI)

<ul style="list-style-type: none"> <li>• Increased overall profitability of products</li> <li>• Decreased time to market</li> <li>• Cost efficiency in product development</li> <li>• On plan rollout of new products</li> <li>• Improved customer perception through qualitative research</li> <li>• Revenue (budget vs. actual), market share</li> </ul>
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## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<b>Minimum Experience, Essential Knowledge &amp; Skills</b> 10 years' experience in a similar role. Experience in product development and management life cycles as well as knowledge of technology platforms.	<b>Minimum Entry Qualifications</b> Bachelor's Degree in Business Administration or Marketing or Engineering		
	<b>Preferred Certifications / Other Qualifications</b> Any Relevant Certifications		
<b>Technical Competencies</b>	<b>Required Level</b>	<b>Behavioural Competencies</b>	<b>Required Level</b>

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CUSTOMER EXPERIENCE	Advanced	Building Customer Value	Intermediate	
PRODUCT DEVELOPMENT & MANAGEMENT	Advanced	Delivering Results & Fostering Collaboration	Intermediate	
MOBILE	Advanced	Shaping Strategy	Intermediate	
VAS	Advanced	Driving Change	Basic	
PRICING	Intermediate	Networking and Influencing Collaboratively	Basic	
		Leading Teams	Basic	
Competency Level (Reference Range)	Basic	Intermediate	Advanced	Expert
	Low >----->----->----->----->High			