

# ROLE PROFILE

<b>Position Title:</b> Assistant Director Fixed 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

<p><b>Purpose:</b> This role is responsible for product development and management for Fixed products and services including, but not limited to, internet access across copper and Fibre networks, fixed wireless equivalent services, Telex, VAS, Domain names, Internet VPN, M2M data services, VSAT, IPLC, IP-Metro Area Networks, Wavelink, Connected and Smart Home/Communities, Intra premise Connectivity and Intelligent Network Products (Next Generation Hotspots, ticketing and NFC).</p>	<p><b>Functional Context:</b> 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.</p>
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## B. ROLE ACCOUNTABILITIES

<ul style="list-style-type: none"> <li>• Develops the strategy and road map, ideation, design, evaluation, launch and rollout for Fixed Products (data products like MPLS, VPNs, lease lines, etc.) within the organisation and drives through their implementation, monitoring and management.</li> <li>• Manages the overall product lifecycle for any product within the Fixed Data Products portfolio.</li> <li>• Develops technical specifications for new products or services.</li> <li>• Increases profitability of existing products and services for Fixed Data Products.</li> <li>• Maximizes value creation (EBIT) by managing the product portfolio life cycle.</li> <li>• Ensures the delivery of profitable products into the market that meet customer expectations by leveraging market research to get customer perception and needs.</li> <li>• Defines the improvements to customer experience of the overall product proposition.</li> <li>• Together with the segment 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.</li> <li>• Analyzes market potential of new products and technologies with respect to overall strategic development of all Ooredoo branded services.</li> <li>• Develops User Acceptance Testing frameworks and ensures that any product or service introduced is fully functional and provides a workable solution.</li> <li>• Evaluates partnerships from recognized brands to launch customer attractive and profitable services as additional source of portal and/or off portal revenues.</li> <li>• Undertakes proactive and reactive product health checks and takes any necessary remedial actions.</li> <li>• Works with the Segment Managers, Business Planning &amp; Pricing unit and Regulatory department to develop pricing models which will be in line with revenue targets and regulatory requirements.</li> <li>• Maintains an up to date knowledge of technology and products which may generate new propositions.</li> <li>• Owns the go/no go decision for launching of products or services in this sector.</li> <li>• Project manages production of training documentation / information packs to Sales, Retail &amp; Customer Service channels - carry out training to ensure that sales and support staff are adequately trained.</li> </ul>
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## C. SCOPE AND INTERACTIONS

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

## D. KEY PERFORMANCE INDICATORS (KPI)

- Increased overall profitability of products
- Decreased time to market
- Cost efficiency in product development
- On plan rollout of new products
- Improved customer perception through qualitative research
- Revenue (budget Vs actuals), market share.

## E. EXPERIENCE, QUALIFICATIONS AND SKILLS

<b>Minimum Experience, Essential Knowledge &amp; Skills</b>	<b>Minimum Entry Qualifications</b>
12 years' experience in a similar role. Experience in product development and management life cycles as well as knowledge of technology platforms.	Bachelor's Degree in Business Administration or Marketing or Engineering <b>Preferred Certifications / Other Qualifications</b> Any relevant certifications or advanced degree

<u>Technical Competencies</u>	<u>Required Level</u>	<u>Behavioural Competencies</u>	<u>Required Level</u>
CUSTOMER EXPERIENCE	Advanced	Building Customer Value	Intermediate
PRODUCT DEVELOPMENT & MANAGEMENT	Expert	Delivering Results & Fostering Collaboration	Intermediate
FIXED	Expert	Shaping Strategy	Intermediate
PRICING	Advanced	Driving Change	Intermediate
		Networking and Influencing Collaboratively	Intermediate
		Leading Teams	Intermediate
<b>Competency Level (Reference Range)</b>	<b>Basic</b>	<b>Intermediate</b>	<b>Advanced</b>
	Low >----->	>----->	>----->High