

ROLE PROFILE

Position Title: Senior Manager AI Products	Reporting to: Assistant Director AI and Data Governance
Business Unit: Strategy and Digital Transformation	
Division: AI Hub	Department: AI and Data Governance

A. ROLE AND CONTEXT

Purpose: The AI Product & Use Case Lead is the internal product manager for the AI Hub, owning the full AI use case pipeline from initial ideation through business case development, prioritization, delivery, and post-deployment measurement. This role acts as the critical interface between the business and the AI Hub team, ensuring that every initiative is grounded in genuine business value and is executable given data and technology constraints. A particular focus is placed on agentic self-service products, conversational AI agents, intelligent workflow automation, and AI-assisted customer journeys; which are central to Ooredoo's AI ambitions. The Lead works closely with business unit stakeholders to gather requirements, validate outcomes, and maintain strong visibility of AI ROI across the portfolio.	Functional Context: AI & Data Governance team is responsible for developing and implementing data governance frameworks and AI strategies to ensure data integrity, security, compliance, and to drive innovation and operational excellence within Ooredoo. Additionally, the team manages AI projects and proof of concepts, tracks data initiatives, and coordinates with cross-functional teams to ensure timely delivery and value realization.
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B. ROLE ACCOUNTABILITIES

- Own and manage the Gen AI use case pipeline: intake, scoping, feasibility review, business case development, prioritization, and delivery coordination. - Function as the internal product manager for all AI Hub initiatives, defining product requirements, acceptance criteria, and success metrics for each use case. - Lead the development of agentic self-service AI products, including conversational AI customer agents, automated workflow systems, and AI-powered self-service portals. - Engage proactively with business units across Ooredoo Qatar (Customer Care, Marketing, Network, Finance, etc.) to identify, qualify, and validate AI opportunities. - Prioritize the use case backlog using a structured framework that balances business impact, strategic alignment, technical feasibility, and data readiness. - Coordinate cross-functional delivery between the AI Hub, Data team, IT, and business stakeholders — managing timelines, dependencies, and communications. - Define and track KPIs and ROI metrics for each deployed AI solution, reporting progress, and impact to the Head of AI & Data Hub. - Run structured discovery workshops and user research sessions to surface unmet needs and translate them into actionable AI product specifications. - Maintain a living roadmap of AI initiatives, keeping stakeholders informed of priorities, progress, and changes. - Build internal AI literacy by communicating use case outcomes clearly and advocating for a test-and-learn culture across the organization.

C. SCOPE AND INTERACTIONS

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

D. KEY PERFORMANCE INDICATORS (KPI)

- Establishing and scaling GenAI practice within organization (standards, governance and delivery cadence).
- GenAI based product development, deployment and roll-out into production and/or business processes.
- Adoption of deployed models (usage, decisioning integration, frontline utilization) and continuous optimization based on feedback.
- Automation and self-learning mechanisms implemented for developed models and analysis, including monitoring and alerting.
- Quality of autonomous agents (reproducibility, documentation, code quality, security and compliance adherence).
- Knowledge sharing and workshops for business users; capability uplift within cross-functional teams.

E. EXPERIENCE, QUALIFICATIONS AND SKILLS

Minimum Experience, Essential Knowledge & Skills	Minimum Entry Qualifications
10 years' experience in a similar role. Experience in product management, business analysis, or AI/digital transformation programme delivery. Demonstrated ability to develop compelling business cases for technology investments and communicate them to senior leadership. Experience managing Gen AI, data, or digital product roadmaps in a cross-functional environment. Strong familiarity with conversational AI, agentic systems, and workflow automation concepts – sufficient to engage credibly with technical teams. Hands-on familiarity with conversational AI platforms (e.g., Microsoft Copilot Studio, Google Dialogflow, Salesforce Einstein, or comparable tools). Excellent stakeholder management skills: able to operate across technical, commercial, and executive audiences simultaneously. Proficiency in use case scoping, prioritization frameworks (e.g., RICE, weighted scoring), and KPI definition for AI/digital products. Prior experience in telecommunications, financial services, or similarly complex enterprise environment. Understanding of LLM capabilities and limitations – prompt design, hallucination risks, data privacy considerations. Experience with agile delivery methodologies and tools such as Jira, Confluence, or Azure DevOps.	Bachelor's Degree in Computer Science or Engineering or Similar Preferred Certifications / Other Qualifications Microsoft Azure and Google Cloud certifications Product management certification (e.g., AIPMM, CSPO) or AI-focused qualification.

Technical Competencies	Required Level	Behavioural Competencies	Required Level
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PRODUCT DEVELOPMENT & MANAGEMENT	Expert	Building Customer Value	Intermediate
MACHINE LEARNING	Expert	Delivering Results & Fostering Collaboration	Intermediate
PROGRAMMING & CODING	Advanced	Shaping Strategy	Intermediate
BUSINESS ANALYSIS	Advanced	Driving Change	Basic
PROCESS MANAGEMENT	Advanced	Networking and Influencing Collaboratively	Basic
		Leading Teams	Basic
Competency Level (Reference Range)	Basic Low	Intermediate	Advanced Expert High