



## Digital Products and Services Expert

### In General:

Digital Products & Services Expert uses market research aligned with business goals to develop digital product insights, a strategy and a road map. With this strategy, the Digital Products & Services Expert takes the digital product through its entire life cycle, from implementation to launch. They assess outcomes of the digital product using key performance indicators (KPIs) that drive business performance.

### **Responsibilities In Terms of My Business Digital Environment:**

- Understand and anticipate client needs and wants through research of market trends, customer feedback, current state analysis and user testing
- Identify unmet customer needs and develop feature/functionality concepts that meet those needs while driving adoption of Eureka's digital platforms
- Develop and execute digital marketing communication programs to drive customer engagement and maximize conversion in terms of insurance perspective – 3. Squadda after-sales, ecosystem development olacak
- Build relationships and communicate at a high level with a wide array of partners, including but not limited to business stakeholders, technology team members, senior leadership, other product strategy team members, etc.
- Being PoC for digital channel
- Balance multiple objectives, projects and goals simultaneously
- Own and manage execution against the product roadmap for set of key initiatives
- Anticipate upstream and downstream impacts of the project and work with internal business groups to adjust business tools and practices in order to support new features & functionality
- Supporting to develop digital business cases, including financial impact and benefits statements, to support feature/functionality concepts and sell the concepts to internal audiences through persuasive oral and written presentations.
- Monitor key metrics and support analytics teams for continual optimization of the product and

business plan

- Collaborating with design, business and technical team members to identify interdependencies, define and document requirements that adhere to technical constraints
- Develop test plans, monitor key metrics and support analytics teams for continual optimization of the digital product and business plan
- Partnering with key vendors and technology partners to solve technical and business challenges

**Qualifications:**

- Bachelors degree in business or a related field
- 6+ years of product/brand management experience, FMCG is a plus
- Fluent in English
- Self-starter with strong analytical, prioritization, problem-solving and negotiating skills
- Ability to identify, manage and track dependencies across multiple initiatives and teams
- Technical proclivity to learn new systems / technology for future incorporation or integration to the digital experience
- Obsession with creating great customer experiences
- Experience driving digital product vision and design discussions
- Experience developing digital products and technologies
- Knowledge of multiple functional areas, such as product management, engineering, UI/UX, sales, client support, finance and marketing are asset
- Ability to influence multiple stakeholders without direct authority
- Track record of delivering on time and measuring success
- Familiarity with current and emerging technologies

