

## **Executive – Product Management and Development**

### **Job Responsibilities:**

- Drive the execution of all product lifecycle processes for products, including product research, market research, competitive analysis, planning, positioning, roadmap development, requirements development, and product launch
- Translate product strategy into detailed requirements for prototype construction and final product development by engineering teams
- Efficiently present the result / requirement / proposal / solution to the relevant stakeholders, internal or external.
- Create product strategy documents that describe business cases, high-level use cases, technical requirements, revenue, and ROI
- Analyse market data to develop sales strategies, and define product objectives for effective marketing communications plans
- Collaborate closely with engineering, production, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization
- Develop product positioning and messaging that differentiates ALLO's offerings and its features across primary market segments
- Determine product pricing based on market research, production costs and anticipated demand
- Create long- and short-term product sales forecasts and analysis for management
- Review inventory levels and production schedules for product availability.
- Performs other related duties and ad hoc requirements as and when required.

### **Job Requirements:**

- Possess at least a Bachelor's degree/Diploma in Engineering/Product/Process/Project Management/Business/Marketing/Management or similar field with major includes product engineering, marketing and any related discipline.
- Minimum 3 years of relevant work experience as a product management/portfolio is preferred.
- Team work and collaboration skills.
- Good communication skills – Proficient in English & Bahasa Melayu, written and spoken.
- Able to conduct analysis on market, competition, technology and developments.
- Good business acumen for new business opportunities, new product-market and business strategy.
- Good research and competitor analysis skills and an understanding of industry trends and market conditions.
- Proficient in Microsoft Office applications (Excel, Word, Power Point.)
- Able to demonstrate company values of integrity, collaborative, professionalism, customer centricity, forward thinking and mindfulness at all time.
- Applicants must be willing to work in Cyberjaya, Selangor.