

# PRODUCT EXPERT



**INDEPENDENT  
& ACCURATE**

## **YOUR STYLE**

When you set your heart on something, there's nothing you don't know about it. If a new camera is on your Amazon's wish list, you'll first explore every nook and cranny of Google in search of more info about it. And once you've finally decided to purchase it, you won't unwrap it until you've read the whole instruction manual. Twice.

## **WHAT DOES A PRODUCT EXPERT DO?**

You're the product and the product is you. What kind of product? Think for example of a new type of tak21 insurance being introduced, a traditional insurance package or a savings account. Which product range you are assigned to, you become one with it. You're fully in charge of managing, innovating, developing and rationalising (new) products. From development to go-to-market strategy to pricing to regulatory advice to awareness to sales support, your responsibilities cover the full spectrum. Did we already say it's all about the product? You represent and defend it across the board, be it among internal or external stakeholders. Working independently, you're a free particle in the vast world of finance with a crucial role in your organisation. Beside this transversal approach, you combine a technical, creative and commercial mind.

## **WHY DO YOU FIT?**

You care about your product as much as you care about the financial world. With your rigorous and methodical attitude, you're crossing the t of product and dotting the i of finance. Your assertiveness and confidence help you communicate about your project and opinions with ease.

## **WHAT CAN HELP YOU GET THERE?**

- Besides building up relevant experience in functions related to product expertise, you also develop your communication skills, both in writing and speaking/presenting.
- Knowledge management around (technical) product features, competition, (tax) regulations, processes and technologies.