Digital Product Owner (Line Krungsri Simple)
Level : Manager-AVP
We are seeking an experienced Digital Product Owner to join our team and lead the end-to-end product discovery and development for LINE Krungsri Simple. The successful candidate will work closely with business teams, technical teams, and LINE integration partners to understand the customer journey, identify business opportunities, and drive product improvements from concept to launch.

Major Accountabilities:

- Gather and analyze business requirements, providing impact assessments to ensure alignment with strategic goals.
- Organize and define the project scope and objectives, involving all relevant internal stakeholders and ensuring technical feasibility. Develop and maintain a detailed project plan in collaboration with the Project Manager.
- Work closely with key stakeholders and business users to align project objectives with broader system processes and digital strategies.
- Facilitate collaboration between technical teams, UI/UX designers, vendors, and other stakeholders to ensure seamless project execution.
- Define, develop, and execute product roadmaps based on market insights, customer needs, and business priorities.
- Identify and mitigate risks and issues associated with product development and launch.
- Own and manage the product backlog and sprint planning, ensuring development teams have a clear understanding of priorities and deliverables.
- Continuously monitor user feedback, industry trends, and competitive landscape to refine product features and strategy.
- Collaborate with UX/UI designers to ensure product designs deliver exceptional customer experiences.
- Develop and maintain relationships with key internal and external stakeholders, including business units, vendors, and regulatory agencies.
- Ensure alignment with revenue goals and overall business objectives.
- Monitor and manage project budgets in coordination with the Project Manager.

Qualifications:

- Bachelor’s or Master’s degree in Business Administration, Computer Science, IT Management, or a related field.
- 3-5 years of experience in financial services, banking, fintech, or IT-related industries.
- 2-5 years of experience as a Digital Product Owner/Manager; experience with LINE Official Account integration is a plus.
- Strong knowledge of digital banking trends, emerging technologies, and innovation strategies.
- Understanding of Agile methodologies, Project Management, SDLC, and IT technologies.
- Ability to analyze evolving business processes and contribute to defining platform functionalities.
- Proven experience in leading IT-related product development projects.
- Excellent verbal and written communication skills, with the ability to work effectively across teams.
- Strong analytical, critical thinking, and problem-solving abilities.
- Strong interpersonal and stakeholder management skills.