

AI-Driven Product Management in the Financial Sector

Description

This training is designed for modern banking and financial sector professionals, offering a comprehensive overview of how Artificial Intelligence (AI) can be integrated into product and marketing management processes. From strategy to user research, segmentation to media planning, and product development to CRM and campaign management, the program demonstrates how to create value across end-to-end processes using AI and MarTech applications—through practical examples, tools, and case studies.

Audience

- Business Analysts, Systems Analysts, Project Managers, Team Leaders/Managers, and Enterprise Architects
- Individuals holding the Product Owner (PO) role in Scrum teams
- Those looking to improve their knowledge and skills in Business Analysis and Project Scope Management, and enhance business performance
- Mid to Senior-level IT Managers managing Business Analysis teams or processes
- UX Specialists
- Software Experts
- Test Engineers and Quality Assurance Experts

Outline

Strategic Product and Marketing Management in Banking

Consumer Segmentation and AI-Powered Segmentation

Financial Product Development with Design Thinking

AI-Powered Product Development Processes

Analyzing User Needs with AI

MVP and Prototype Development with Artificial Intelligence

A/B Testing, Hypothesis Validation, and Experiment Design with AI

Data-Driven Decision Making and Product Roadmap Planning

Agile Project and Product Management

Minimum Viable Product (MVP) and a Culture of Rapid Testing

Introduction to Artificial Intelligence: Concepts and Technologies

Digital Media Planning and AI in Programmatic Advertising

Personalization and Recommender System Applications

Customer Feedback and Voice of Customer Analytics

Sentiment Analysis and AI for UX Enhancement

Social Media Content Management and Creative AI Applications

CRM, Automation, and AI-Powered Campaign Management

AI-Native Banking Products and Transformation in Financial Services

The MarTech Ecosystem and Artificial Intelligence

Regulation, Ethics, Explainability, and AI Risks

Case Study: Designing a New AI-Powered Product or Campaign

Prerequisites