Position: Digital Product Specialist / Advisor (Singapore/Malaysia)
Company: Shell

Overview of opportunity & special challenges

A versatile and highly dynamic role to support the Connected Freight (CF) Digital Venture in scaling up a new, step-out, digital, business entity which is fundamentally different from the traditional Shell businesses. CF offers a suite of digital software solutions as services to business users in the B2B freight ecosystem (Suppliers, Retailers, Logistics Companies) in Asia Pacific. This new business entity not only aims to create efficiencies and optimisation to tackle the inefficiencies of the logistics ecosystem, but also potentially disrupt the industry through advanced backend algorithm and technology.

In addition, we work closely with established Shell Downstream businesses (Retail, Commercial Fleet, Lubricants) and City Solutions in New Energies to look at market entry initiatives from a more integrated and holistic angle, both commercially (eg. linkages with Fleet Card, Retail POS) and politically (eg. implications to authorities and governments)

The selected candidate is expected to work in an agile environment within an established corporate, growing the “start-up spirit organically”. Day to day interactions with a small but high-performing team that has gained the visibility of very senior Shell stakeholders as well as external partners across various geographies (SG, Philippines, Malaysia, London, Germany, etc)

Note: the business lies in an exciting and ever-changing digital space; hence constant challenge of the norm and out-of-box critical thinking would be required. As such, the job will provide a great tech-commercial development platform for the selected candidate. The individual will also gain tremendous exposure to an intensive and ‘agile’ working environment, working on a potentially break-through project for Shell, and are expected to quickly add value and build a fit-for-purpose structure for the venture and yet within the Shell’s base requirement. This is an ideal talent opportunity for a defined project.

Scope & Deliverables

- To support the Global Product Manager in launching the digital product in new markets in Asia Pacific (SG, Malaysia) to the B2B fleet industry. Deliverables include but not limited to:
  - Identifying which are the existing product platforms and functionalities that can be easily replicated in the new markets
  - Identifying areas of customisation required for the new markets and new customers (product features, user needs, frontend interfaces)
  - Based on the overall product development strategy and prioritisation, support the creation of product feature story creation and change requests that are fit-for-purpose for the new markets
  - Daily interactions with Global PM, backend developers and frontend design agency (f2f, and virtually through Basecamp and emails)
  - Customer exposure: Attend customer meetings with the wider team to identify customer pain points and needs, sharpen product CVPs and follow up with necessary support (and communicating the problems in a succinct manner back to the global PM and Dev team)
- Definition and prioritisation of digital product features list - providing structured ways to progress on product development and progress tracking
- Conduct User Acceptance test once new features are being rolled-out from the dev team to ensure operational readiness before deploying them to production
- Act as first line of escalation when issues are identified by local operations
- Work closely with local operations and Global PM to identify bugs / small feature improvement
- User testing, issue escalation, and identification of bugs and misconfigurations
- Specifying local operations requirements for current and future products by conducting process analysis and customer interviews
- Help to define the future product roadmap and vision for the new markets
- Competitors analysis on similar digital platforms/products in new markets

Requirements:

- Minimum 2-3 years of product development working experience in a digital startup/corporate entrepreneurial environment (preferably in the logistics/ supply chain/ last mile deliveries space)
- Technical/programming background
- Excellent communication, organisational, analytical, data-driven decision-making skills to get things done in agile environment
- Experience designing simple and intuitive UI – ability to create wireframes, mock ups and flow charts
- Experience in different disciplines such as marketing, commercial, IT operations, logistics operations, marketplace operations is a plus

Project Duration:

- 15 – 18 months, with options for extension or full-time conversion upon good performance

Application:

To apply, please submit your detailed resume to Ms Christina Gao at Christina.C.Gao@shell.com

Only shortlisted applicants will be notified.