



AI Product Manager

July 2026

1. Job Specifics

Job Title:	AI Product Manager
Reports to:	SVP Learning Products
Location:	UK – Remote with regular office (1 to 2 days per week)
Department:	PCLE
Job level:	Level 6

2. About the role

What you'll be doing?	The AI Product Manager is responsible for researching, validating, and supporting the launch of new AI learning product opportunities across QA, with particular focus on commercial performance. This is a matrix role which requires very close collaborative working with Portfolio Directors and Curriculum Managers, who hold primary ownership of product strategy and development in each portfolio. Through market intelligence, customer insight, competitor analysis, and product discovery, the role identifies commercially viable opportunities and translates them into well-defined product propositions ready for development and launch. Collaborating with Sales, Marketing, Delivery, Vendor Partners, and Subject Matter Experts, the AI Product Manager acts as the bridge between market demand, product development, and Go To Market teams, helping to bring scalable, outcome-focused AI learning solutions to market while continuously monitoring product performance and identifying opportunities for enhancement and expansion.
Key Responsibilities	As the AI Product Manager you will: • Identify new and changing AI learning opportunities across technologies, roles, industries, and business functions. • Understand customer buying trends and future skills requirements. • Analyse competitor offerings, pricing, positioning, and product strategies. • Evaluate the commercial feasibility of new AI programmes across QA learning, apprenticeships and digital modalities before investment, with particular focus on cross-cutting and multi-portfolio opportunities. • Support development of partnerships with new AI vendors. • Ensure the portfolio remains aligned to industry trends and emerging customer demand. • Continuously monitor the AI market for new technologies, platforms, and industry developments. • Track market adoption of emerging AI technologies including foundation models, AI engineering frameworks, agentic AI, multimodal AI, and enterprise AI platforms. • Produce regular market intelligence reports to influence portfolio direction. • Create compelling propositions, with clearly defined audiences and channels, working closely with Sales and Marketing to land successfully with clients.
KPIs & SLAs	Success in the role will be measured through: • Revenue generated from new products

	• Speed-to-revenue for AI products • Accelerating AI growth percentage • Return-on-investment for capital expenditure
Key Working Relationships	• Portfolio Directors • Curriculum Managers • Learning Consultants • Delivery Managers • SME Delivery community • Sales • Project Managers • Functional areas, such as Operations, Platforms and Publishing, Courseware and Instructional Design • External partners and professional associations

3. About You

Skills & Abilities	• Product management experience • Strong commercial awareness • Excellent market research and analytical skills • Ability to identify emerging market opportunities • Understanding of AI technologies and industry trends • Experience creating business cases • Excellent stakeholder management • Strong communication and presentation skills • Data-driven decision making • Strategic thinking with strong execution capability • Experience within Learning & Development or Technical Training • Knowledge of enterprise AI platforms • Understanding of AI engineering and software development trends • Understanding of cloud computing trends • Experience launching technology products • Familiarity with product lifecycle management frameworks
Your Experience	Essential Experience • Experience in Product Management, Portfolio Management, Product Marketing, or a related commercial role. • Proven ability to identify market opportunities and translate customer needs into successful products or services. • Experience conducting market research, competitor analysis, and customer discovery to inform product strategy. • Demonstrable experience building business cases and assessing the commercial viability of new products or initiatives. • Strong understanding of product lifecycle management, from concept through to launch and continuous improvement. • Experience working with cross-functional teams including Sales, Marketing, Delivery, Subject Matter Experts, and senior stakeholders. • Ability to analyse market trends, customer feedback, and performance data to support product decisions. • Strong commercial awareness with an understanding of revenue growth, profitability, and return on investment. • Excellent communication, stakeholder management, and presentation skills. • Highly organised with the ability to manage multiple priorities in a fast-paced, evolving environment.

	Desirable Experience • Experience within Learning & Development, Technical Training, EdTech, or professional skills development. • Knowledge of the AI landscape, including Generative AI, Large Language Models (LLMs), AI productivity tools, AI engineering, or Agentic AI. • Experience working with enterprise AI platforms such as Microsoft Copilot, ChatGPT Enterprise, Claude, Gemini, AWS Bedrock, or Azure AI. • Experience developing products targeted at specific industries, job functions, or technology domains. • Familiarity with cloud technologies such as AWS, Microsoft Azure, or Google Cloud. • Experience working with technology vendors or strategic partners. • Experience supporting go-to-market activities, product launches, and sales enablement.
Your Knowledge	We're looking for someone with a strong understanding of the AI landscape, product strategy, and the commercial drivers behind successful product development. You will combine market awareness, analytical thinking, and customer insight to identify opportunities that translate into high-value AI learning solutions. • Strong understanding of the current AI landscape, including Generative AI, Large Language Models (LLMs), AI assistants, AI engineering, Agentic AI, and emerging enterprise AI technologies. • Commercial awareness, with an understanding of product positioning, value propositions, pricing considerations, and return on investment. • Knowledge of how organisations are adopting AI across different industries, business functions, and technology domains. • Understanding of customer buying behaviours and the factors influencing skills investment and workforce transformation. • Awareness of emerging technology trends and the ability to assess their potential impact on the training and education market. • Strong analytical and problem-solving skills, with the ability to interpret data, identify trends, and make evidence-based recommendations. • Knowledge of enterprise AI platforms such as Microsoft Copilot, ChatGPT Enterprise, Claude, Gemini, AWS Bedrock, Azure AI, or Google Vertex AI. • Understanding of AI governance, responsible AI, security, and regulatory considerations. • Knowledge of cloud platforms and the broader technology ecosystem, including AWS, Microsoft Azure, and Google Cloud. • Familiarity with Learning & Development, professional training, or technical education markets.
Your Qualifications	• Qualification in Business, Product Management, Marketing, Technology, Computer Science, or a related discipline. • Evidence of continued professional development in AI, Product management, or emerging technologies. • Product Management qualification or certification. • AI or Cloud certifications from leading technology providers • Project Management qualification (e.g. PRINCE2, AgilePM or PMP).
What you'll bring to QA	• A genuine curiosity for emerging AI technologies and a passion for understanding how they can create commercial opportunities. • A customer-first mindset, with the ability to understand market needs and translate them into compelling product propositions. • Strategic thinking combined with commercial pragmatism, balancing innovation with measurable business outcomes. • A collaborative approach, building strong relationships across Sales, Product, Marketing, Delivery, SMEs, and vendor partners.

	• Confidence to challenge assumptions, identify new opportunities, and influence decision-making through data and insight. • A proactive, self-driven attitude with the ability to manage multiple priorities in a fast-paced and rapidly evolving market. • Excellent communication and stakeholder engagement skills, capable of presenting ideas and recommendations clearly to both technical and non-technical audiences. • A continuous improvement mindset, always seeking ways to strengthen the portfolio and ensure it remains relevant, competitive, and aligned to customer demand.
--	---



QA.com

QA logo ® is a registered trademark of QA Limited, in the United Kingdom and the European Union.