

Candidate Evaluation Criteria

Candidates will be tested along multiple dimensions across each skill area

Technical Expertise

- Breadth and depth of use case
- Design maturity
- Overall technical knowledge
- Simplifying complex technical concepts
- Logical explanation for design choices and decisions made
- Adherence to published best practices

Business Acumen

- Demonstrating knowledge of marketing concept relevant to industry vertical
- Reflecting business needs in structuring of Taxonomy and actions
- Ability to address different customer needs based on their journey
- Demonstrate a solution in the 1:1 approach
- Outline success criteria and measurement with a view to driving business outcomes
- Demonstrate understanding of client business needs adequately reflected in operating model considerations

Consultative Skills

- Paint a picture/vision/North-star for client's Customer Experience
- Professional presentation
- Demonstration of Scrum/Agile expertise
- Thought leadership (demonstrated through the presentation, application design, and responses to questions)
- Translating business needs to technical requirements and proposing optimal tech. solutions
- Team building
- Leadership
- Collaboration, coaching & Co-production