



(SCTP) Advanced Professional Certificate in Product Management for AI and Digital Finance (Eligible for Part-Time TA)

Course Provider

NTU Academy for Professional and Continuing Education

Certification

SkillsFuture Career Transition Programme

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Introduction

The Advanced Professional Certificate in Product Management for AI and Digital Finance prepares professionals to lead in a financial landscape increasingly shaped by fintech innovation, artificial intelligence, and regulatory change. Across seven modules, participants will build a strong foundation in product management covering areas in digital finance and compliance, sharpen stakeholder management skills, and apply design thinking to uncover user needs. With an emphasis on real-world application, the programme equips learners to plan and develop technology-enabled financial products that balance innovation with governance and ethics — a critical capability in today's fintech-driven economy.

The programme bridges strategy, technology, and practice to meet the demands of an industry in transformation. Participants will learn how to launch products for measurable impact, track performance through continuous discovery, and adapt offerings as markets evolve. Through the capstone project, learners will apply their skills to tackle real-world fintech and digital finance challenges, ensuring industry relevance and hands-on experience. By the end of the programme, graduates will be ready to drive innovation and create sustainable value in the fast-changing world of AI, fintech, and digital finance.

Objectives



At the end of the programme, learners will be able to:

- Understand the foundations of digital finance, including key technologies, regulatory frameworks, and compliance requirements.
- Apply stakeholder management strategies to effectively lead and coordinate digital finance projects.
- Design and develop AI-enabled financial products, integrating ethical and governance considerations.
- Collaborate on real-world capstone projects that demonstrate the application of learned skills in a practical, industry-relevant context.
- Leverage data analytics and digital tools to support decision-making in product development and management.
- Navigate legal and compliance challenges in the digital finance landscape.

Who should attend



Fees and Funding



Trainers



Hanson Yap

With 20 years of experience as a business and product leader, Hanson is an accomplished veteran leading cross-functional teams to manage flagship products in the technology space. At Apple, he managed the iconic iPad and Mac for the Southeast Asia region. Creating compelling new value propositions for the iPad Pro and architect the transition to Apple's M1 chip on the Mac. The business tripled under his stewardship. At Microsoft, Hanson led the sales and marketing team to drive Windows and Xbox in the retail space. He was awarded the prestigious Protégé award for outstanding achievements in driving business success. In 2023, he pivoted to education to better align with his new career aspiration of inspiring and preparing learners. He currently teaches at Nanyang Business School and serves as Program Director for several Product Management modules.



Teo Gin Swee Ernie

Dr. Ernie Teo is currently Program Director for the Bachelor of Applied Computing in Finance, jointly offered by Nanyang Business School (NBS) and College of Computing and Data Science (CCDS) at NTU. He received his PhD in Economics and Game Theory from UNSW Australia in 2008.

He has also held teaching roles at both NTU and NUS. Starting his career in academia, Dr. Teo shifted his trajectory towards industry involvement in 2016, when he took on the role of Research Scientist at the IBM Center for Blockchain Innovation in Singapore. During this phase, he collaborated with various corporate clients on diverse blockchain initiatives. In 2020, he co-founded Dedoco—an enterprise application company harnessing blockchain technology. Driven by a deep interest in blockchain and fintech dating back to 2014, his primary focus has been on education and research within this realm. Ernie is a prolific speaker on the subject of blockchain and boasts numerous publications in this field. He has also taken charge of crafting and delivering blockchain and fintech courses and workshops across various educational levels. An advocate of innovation and excellence, Dr. Ernie Teo is committed to sharing his wealth of insights and expertise with the wider community.



Chloe Gu (Dr)

Dr. Chloe Gu is a Senior Lecturer at the College of Computing and Data Science, Nanyang Technological University, and a seasoned data and product leader with 20 years of experience across banking, fintech, and e-commerce. She has held leadership roles at Standard Chartered, Grab Financial Group, and Lazada, where she translated analytics into impactful digital products and innovation. At NTU, she teaches and researches at the intersection of AI, product management, and business, bringing rich industry experience into the classroom. Dr. Gu holds a Ph.D. in Computer Science from the National University of Singapore and is passionate about mentoring the next generation of product and data talent.



Keith Carter

Keith Carter is the CEO of KDA Capabilities, a firm focused on emerging technology capability building and thought leadership for business and academic leaders. With over 30 years of experience spanning industry and academia, Keith has taught courses on AI, privacy, cybersecurity, and fintech at NUS, where he earned a university teaching award and founded initiatives like the Ripple FinTech Lab and Crystal Centre. His career includes leadership roles at Estee Lauder in

procurement and supply chain optimization, and consulting work at Accenture with top-tier financial institutions. Keith holds degrees from Rensselaer Polytechnic Institute and Cornell University, and brings a unique blend of technical expertise, business acumen, and deep engagement with innovation ecosystems—making him a valuable voice in stakeholder management for financial products.

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