



## Digital Job Profiles

Digital Role	Definition
Automation/Robotics engineer	Researches, designs, develops, or tests robotic applications
Behavioral scientist	"Studies how the actions of people affect their development, their relationship with others, and their future behaviors (also known as social scientists or sociologists)"
Chief analytics officer/ Chief data officer	Executive overseeing the data function/capability
Chief customer officer	"Executive responsible for the customer relationship to provide a single vision across all customer interaction points"
Chief digital officer/ Chief digital information officer	"Executive charged with helping a business transform its traditional information technology policies and practices"
Chief internet of things officer	Executive overseeing the IoT function/capability
Crowd funding specialist	"Designs, launches, runs, and promotes campaigns for gathering small amounts of capital from a large number of individuals to finance a business venture"
Data architect	"Designs, creates, deploys, and manages an organization's data architecture (e.g., defines how the data will be stored, consumed, integrated, and managed by different data entities and IT systems)"
Data engineer	"Gathers and collects data, stores and processes it, and provides it in a ready-to-use format to data scientists and analysts"
Data scientist	"Performs statistical analysis, data mining, and retrieval processes on a large amount of data to identify trends, figures, and other relevant information"
Digital project manager	"Responsible for managing online/digital projects from concept to completion within budget; involves, planning, delegating, tracking, reviewing, and measuring results using online project management, collaboration, and cloud storage software"
Digital solution architect	"Develops solutions based on predefined processes, guidelines, and best practices with the objective that the developed solution fit within the enterprise architecture in terms of information architecture, system portfolios, and integration requirements"
Drone designers	"Uses engineering and technical skills to design and build unmanned aerial systems (UAS)"
Drone operators	Uses engineering and technical skills to operate unmanned aerial systems (UAS)
Enterprise architect	"Works closely with stakeholders, including management and subject matter experts (SME), to develop a view of an organization's strategy, information, processes, and IT assets and is responsible for using this knowledge to ensure IT and business alignment"
Full stack developer	"Leverages IoT and hardware-engineering skills to work on front-end and back-end software and hardware technologies"
Growth hacker	"Merges the principles of marketing and engineering to create more accurate marketing strategies; Note, the term hacking indicates a use of logic processes and technology toward a specific goal (e.g. customer retention and sales) rather than illegal or aggressive behavior toward networks and IT systems"
Head of automation	Leadership position overseeing the automation function
Head of robotics	Leadership position overseeing the robotics function
"Information security/ Privacy consultant"	"Understands key security and privacy issues, risks, exposures, and vulnerabilities to manage and safeguard digital information"
Integration architect	"Responsible for "breaking down silos" and helping different software programs communicate and for using application programming interfaces (APIs), middleware, and cloud to cobble together workable architectures that successfully integrate their many parts"
Personal web manager	Creates and manages online personas and protects client's privacy and reputation
Technology architect	"Plans and designs information technology solutions and services (e.g. architect software, hardware, network) that give the best results to the business"

Source: The Digital Talent Gap, Capgemini Digital Transformation Institute