

Performance Profile: 10x Product Manager

10x, the federal government's very own venture studio, is seeking a highly motivated and experienced Product Manager to join our dynamic team. As a Product Manager, you will play a crucial role in driving the success of our portfolio of innovative products. You will work closely with idea authors, designers, engineers, and other stakeholders to develop and launch cutting-edge products and services.

Check out [10x website](#), [process](#), and our [public project board](#) to see the types of projects we work on. If you are committed to improving government services for all who need them, and to helping the civil servants who deliver those services, this is the position for you.

Position Summary

As a Product Manager at 10x, you'll lead cross-functional teams to deliver user-centered products using agile methodologies and modern software development practices while building capacity for product innovation in government. When you build products with a partner agency, you'll coach them on modern product development practices so they're set up for success in the long term.

Product managers on our team are:

- Strategic thinkers who are comfortable defining a compelling vision and designing a measurable strategy to achieve that vision.
- Decisive leaders who know how to motivate cross-functional teams to build the right thing.
- Comfortable working in a consulting capacity as well as running a product directly.
- Empathetic coaches, mentors, and advocates who help partner agency staff develop the skills to manage their own products.

Key Objectives

Objective #1: Own or steward the product vision and lead end-to-end product development

You are an experienced product manager who can unite vision and execution to lead an interdisciplinary team in delivering the right value to the right people. You're skilled at defining a meaningful end goal to galvanize your team, whether that means generating a product vision and strategy with your team or helping agency partners articulate and focus their vision and strategy.

Successful product managers at 10x:

- Establish a vision and ensure all members of the 10x and partner teams have a shared understanding of product objectives, goals, and metrics.
- Analyze market demand and market fit, do competitive analysis, and guide build vs. buy or reuse approaches.
- Create a product strategy and roadmap and develop a communications strategy supporting product goals.
- Identify and proactively monitor and address product risks.

- Lead a cross-functional team of researchers, designers, and engineers to ensure the right product is delivered to the right audience.
- Work with the team to set and meet quality standards for any product you build.
- Use evidence (user research, analytics, and other metrics) to make product decisions, ask “why” a lot, and recognize the difference between “we can’t do that because of bureaucracy” and “we can’t do that because of the law.”
- Energize and motivate the team by recognizing successes and learning from failures.
- Ensure your product complies with federal regulations such as Authority to Operate, the Paperwork Reduction Act, and Section 508.

Objective #2: Work with agency partners to make sure they’re set up for success

As a product manager at 10x, your job isn’t to deliver software; your job is to create sustainable outcomes that benefit the public. You’ll help your partners adopt a modern product development mindset and make sure they have the right team to sustain their product once 10x’s engagement with them is done. You’ll also coach and mentor agency staff, helping them develop into capable product managers in their own right.

Successful product managers at 10x:

- Work with partners to establish in-house product ownership.
- Help partners understand how to deliver value, rather than features, to their users.
- Help partners navigate complex bureaucratic relationships to bring stakeholders together around a common product vision and strategy.
- Coach the partner in agile, open source, and user-centered principles so they understand the value these practices bring.
- Ensure the partner understands how to do day-to-day product management by coaching and mentoring junior product managers.
- Work with partners to ensure they have the right team to continue iterating on the product beyond the engagement.
- Work with partners to establish relationships with their security, operations, and IT teams that will help sustain the product in the long term.
- Work with partners to develop communications strategies to sustain the product during and beyond the engagement.

Objective #3: Build institutional expertise around product management

As a member of 10x, you’ll also be part of the Technology Transformation Service. You’ll share best practices and tools with your peers across the organization. You’ll collaborate and share insights and opinions with other product managers, contributing to our growing culture of product management. You’ll share lessons learned from your work at 10x with peers and leaders to help guide our approach to digital transformation.

Successful product managers at 10x:

- Keep abreast of product management best practices and bring them back into the organization.
- Stay on top of new technologies and how they could help solve government problems.
- Speak at conferences to talk about 10x’s work and share our mission.
- Contribute to 10x’s culture of transparency by publishing accounts of your successes and failures.
- Continually seek out new product management tools that could improve the way we work.

- Pay attention to well-supported open source product offerings that can be reused in a government context to solve common problems (so that we help agencies not build custom tools if not needed).

What's the difference between a traditional Product Manager and a 10x Product Manager?

While both traditional product managers and 10x product managers share core product management skills, 10x product managers operate in a more dynamic, startup-focused environment. They manage multiple products simultaneously, work closely with stakeholders, and navigate higher levels of risk and uncertainty.

	Traditional Product Manager	10x Product Manager
Context	Typically works within an established company or organization, focusing on managing and improving existing products or developing new products within a specific market segment.	Work within a startup-focused organization that creates and launches multiple products simultaneously. They are involved in the early-stage development of products and work closely with Idea Authors, stakeholders including leadership and agency partners.
Scope	Primarily focuses on a single product or a product line within an established company. They are responsible for the entire product lifecycle, from ideation to launch and ongoing improvement.	Manage multiple projects within the 10x venture studio and oversee the development and launch of various products simultaneously.
Risk and Uncertainty	Operates within a more stable and predictable environment, with established processes, resources, and market presence. They may face market competition and changing customer needs but generally have a clearer understanding of the market dynamics.	Work in a dynamic and uncertain startup environment. They deal with higher levels of risk, as they are involved in the early-stage development of products and startups. They need to navigate uncertainties, pivot strategies, and adapt quickly to changing conditions.
Entrepreneurial Mindset	Typically focuses on executing the product strategy defined by the company's leadership. They work within established frameworks and guidelines.	Embrace an entrepreneurial mindset and actively participates in the creation and development of new products and services. They collaborate closely with Idea Authors and stakeholders providing guidance, support, and mentorship.
Collaboration and Stakeholder Management	Collaborates with internal stakeholders, such as engineering, design, marketing, and sales teams, to develop and launch products.	Collaborate with a broader range of stakeholders, including Idea Authors, Leadership, and external partners. They work closely with stakeholders and the 10x Delivery Team to define product requirements, align with their vision, and manage the product development process.