

Job Interviews

## Product Manager @ Facebook

A

Anonymous  
Jun 19

I got a call with Facebook recruiter next week for a PM role at Menlo Park. Thank you in advance. Your information will be valuable for an upcoming interview.

Facebook

Product Manager

### Questions

1. How does the interview process looks like? Any inside or advice on the product sense and execution interview for a PM?

50 words minimum.

2. How Facebook levels and evaluates the PM candidates during the interview process?

50 words minimum.

### 3 Answers

R

REOp02 Facebook  
Jun 19

+ Ask

1. How does the interview process looks like? Any inside or advice on the product sense and execution interview for a PM?

There are three main interview aspects, which are the following:

Product Sense: "Can you turn big ambiguous problems into great products?"

Execution: "Can you execute and prioritize well? Get things done?"

Leadership + Drive: "Can you build and support a team? Lead an effort? Get through tough times?"

he purpose of the "product sense" interview is to determine if the candidate is a strong 'product-thinker'. First of

all, you need to understand metrics, please read the medium post (<https://medium.com/@ms.mbalke/aarr-framework-metrics-that-let-your-startup-sound-like-a-pirate-ship-e91d4082994b>), get familiar with AARRR metrics. In addition, get familiar with life cycles of products. Think of some Facebook products and try to come up AARRR metrics for them. Another article I would recommend is <https://stellarpeers.com/blog/metrics-airbnb-experiences-feature/>. If you have time, read articles from <https://medium.com/stellarpeers>. The interview will be mostly open ended case studies, you need to break down the problems and ask the interviewer what is the goal of the product, and analyze from different angels.


For execution, it is more like behavior interview. You need to demonstrate that you can prioritize and execute well, and can get things done.

## 2. How Facebook levels and evaluates the PM candidates during the interview process?

To be honest, I think for product manager interview, it is very subjective. It is not like engineer coding interview, you will fail if you do not know the solution. Most questions for PM will be open ended and you need to convince your interviewer. So the most important thing is communication. Try to understand what the interviewer want before dive directly into your answers.

**A** Anonymous ★★★★★

Great overview. Thank you for the detailed answers

 **Nebz** Facebook  
Jun 19

+ Ask

## 1. How does the interview process looks like? Any inside or advice on the product sense and execution interview for a PM?

The interview will usually start with a HR call to see if youre a fit. Be prepared to talk through your experiences, giving examples, and how it is relevant for the role as well as how interested you are. This is important as this is probably the easiest round you will have. Next round will likely be a phone/VC screen - where a person from the team will go through scenarios and soft skill examples from your experience. Prepare for this like it was a face-to-face interview, be short and concise as it will generally be a 30-45min interview and there is a ton of questions to get through. The last round is typically a onsite interview with 4 back-to-back interviews. Generally you need to do well in 3/4 rounds for them to begin considering an offer (and even then its not certain). It is quite rare for 2/4 rounds to be decided on an offer - the reason is all 4 interviewers will meet together and discuss each candidate with the decision of hire/no-hire, and how confident they are with that decision. A low/medium confidence is easily swayed, but a strong confidence - even just 1 no-hire - will likely end up with no offer. A further round may occur, but usually its because theres 1-2 strong hires and 1-2 strong no-hires - the round becomes a tie-breaker, testing the weakness that they had identified.

In terms of product sense, it very much depends on what product youll be looking after, but most likely you would have to had a strong PM experience and will likely ask you how you would structure a product roadmap from ideation to launch as well as prioritisation. They will also ask how you are able to communicate between different stakeholders from both a technical/non-technical standpoint, how you will be able to influence and convince other teams (youll be doing that A LOT, especially defending and owning your product roadmap). Leadership

communication is a must as well, as each PM is master of their product, and many times you will need to defend your teams work.

## 2. How Facebook levels and evaluates the PM candidates during the interview process?

As mentioned before, during the on-site interview is when the interviewers will decide on what level you will enter as. They would prefer to hire someone in the interview loop who has shown qualities of a higher level PM (years of experience does not matter here), and can operate independently. Its hard to determine level you will be at and prepare for - as the demonstrated examples you provide as well as your answer in the scenario based questions will determine if you operate at a IC6 or IC4 level. This will fall across multiple themes: Communication & Collaboration, Critical thinking & Problem solving, Structuring & Prioritisation/Framework, Leadership & Influence.

**A** Anonymous ★★★★★

Great overview. I'll be sure to ask you if I have any more questions about specifics

**J**

jHiz62 Facebook  
Jun 19

+ Ask

## 1. How does the interview process looks like? Any inside or advice on the product sense and execution interview for a PM?

I can't leak a ton of inside info obviously. But in a nutshell the product sense interview is about whether or not you can turn ambiguous spaces into actionable plans of action. Focus areas would include:

1. Identifying needs
2. Focusing on value and impact
3. Making design choices
4. Listening to feedback

Example: Design an app that helps people buy wine.

Execution: It will be about getting stuff done, once you have a plan can you drive a team to goals?

Focus areas here are:

1. Setting goals
2. Navigating tradeoffs: Specific strategies
3. Analyzing/debugging problems
4. Setting team up for success

Example: How would you set goals for FB news feed? What concrete steps would you take?  
?

There is also one on leadership and drive that tests you on exactly what it states. Taking ownership, being retro/introspective etc.

In general interviewers are looking for someone who is:

Structured thinker

Clear communicator who can tell a story



Impact focused

Overall fit with culture and leadership style

## 2. How Facebook levels and evaluates the PM candidates during the interview process?

Kind of a black box to be honest but recruitment decides this based your interview performance and your work history. There is also internal guidance per org on what levels at other companies map to FB levels in what way. None of this is public or shared widely within FB either.

**A** Anonymous ★★★★★

Thank you for such a structured response. I'll be sure to ask you if I have any more questions about specifics.

Find the answers you need by posting a project

[+ Ask Questions](#)



