

# How Is The Product Owner Different From A Traditional Product Manager?





- **Understanding the market**
- **Explaining the functionality of the product**
- **Preparing the product launch**

# Product manager

- There is more to project ownership than the traditional roles undertaken by the managers



# Product owner



- **Strategic duties**
- **Envisioning the product**
- **Managing the product roadmap**
- **Collaborating with the scrum team throughout the development process**
- **Release planning and managing the stakeholders**

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**Command and  
control**



**Collaborative  
and facilitative**



## ● More collaborative

