

## Role of a software product manager

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A central management role  $\approx$  A producer and a director for a movie

So we know the importance of software product management, what your role would be as a software product manager,

- in charge of the success of a software product
- much more than just managing a project
- really understanding the product
- know what it does and its unique benefits, like a real user
- know the **business case**, i.e., the value that this project will have for the client, and the way the software will change the game for this client's business.

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## Multiple disciplines

Great software product managers have mastered multiple disciplines.

- They can speak to both clients and developers in their terms.
- They can listen and imagine a client's vision, communicate effectively with their development team members, and motivate the team to achieve the best outcomes.
- They can also manage clients' expectations, and they also know how to get the best efforts out of their development team.
- They care about their people.

## Teamwork

- Success of your product also depends on solid teamwork of {programmers + testers + interface designers + graphic artists}, must work together.
- Your role is to empower them to bring their best efforts to your project. Software product management is a leadership role.

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[video:] Interviews on the leadership role of software product management

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- speak to both clients and developers in their terms
  - listen and imagine a client's vision



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  - communicate effectively with development team members, and motivate the team to achieve the best outcomes
  - Care about their people
    - manage clients' expectations
    - get the best efforts out of the development team