

ESCAPING THE BUILD TRAP -MELISSA PERRI

PART II : PRODUCT MANAGER ROLE





“Product management is a career,
not just a role you play on a team. The
product manager deeply understands both
the business and the customer to identify
the right opportunities to produce value.”

Melissa Perri



FURY'S PROFILE

ALTERRA – PRODUCT (2020)

PAYFAZZ – ASSOCIATE PRODUCT
MANAGER (2019)

RALALI – ASSOCIATE PRODUCT
MANAGER (2019)

My portfolio : [Bit.ly/PortofolioFury](https://bit.ly/PortofolioFury)

“EXPERIENCED PRODUCT MANAGER IN B2C AND B2B PLATFORM”



BE A **BAD** PRODUCT
MANAGER OR A
GREAT PRODUCT
MANAGER?

ARCHETYPES **BAD** PRODUCT MANAGER

1

THE MINI CEO

Think can rule everything in the company

2

THE WAITER

An order taker guy, no goal and no vision

3

THE FORMER PROJECT MANAGER

Because “why” ≠ “when”



A GREAT PRODUCT MANAGER HAS MINDSET LIKE.....



TECH EXPERT VS. MARKET EXPERT

Be able to interface with the business, technology, and design departments and to harness their collective knowledge.

START WITH “WHY”

To make sure how to prioritize work against clear, outcome-oriented goals, to define and discover real customer and business value, and to determine what processes are needed to reduce the uncertainty about the product's success in the market.

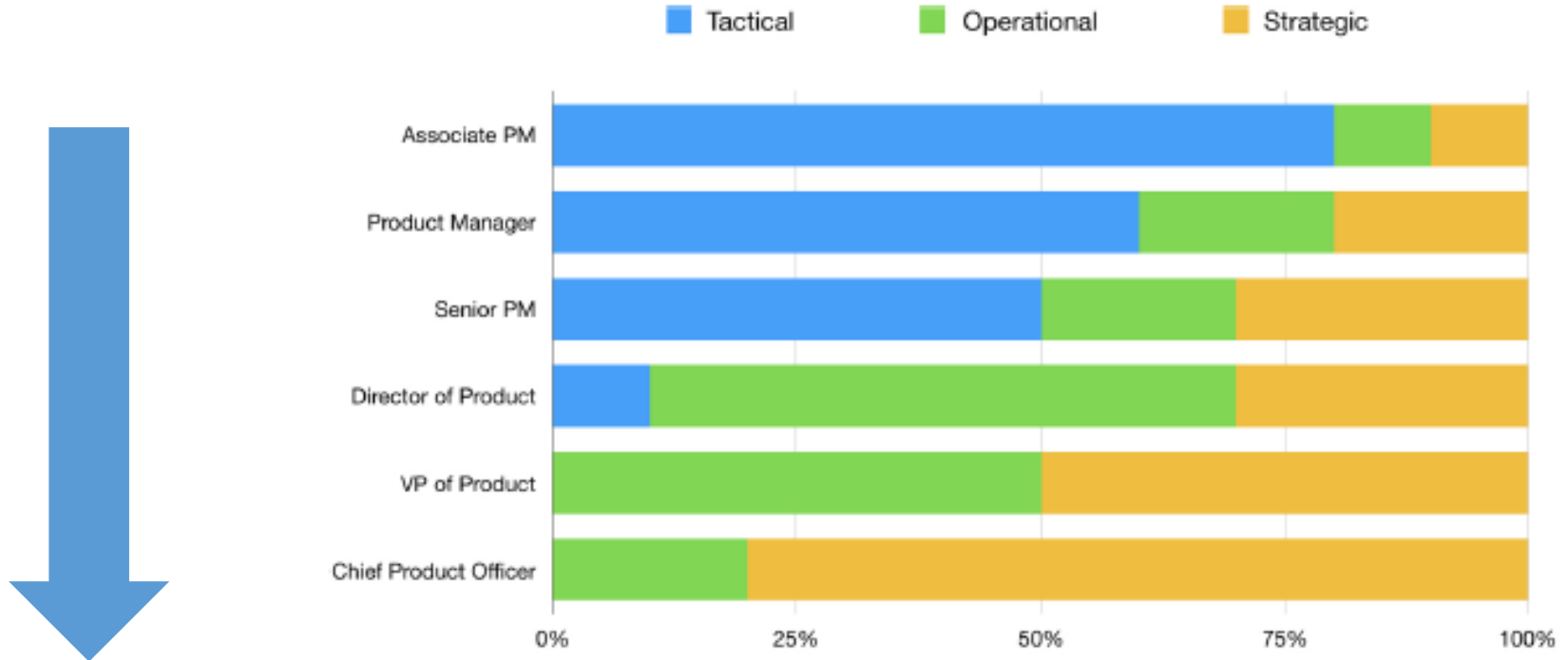
ONE ROLE, MANY RESPONSIBILITIES

Your roles and responsibilities will change depending on your context, the stage of your product, or your leadership position in the organization.



HOW ABOUT THE **CAREER PATH** IN PRODUCT MANAGEMENT?

PRODUCT MANAGER CAREER PATH



**Level of experience
and seniority**

Tactical

Focuses on the shorter term actions of building features and getting them out the door.

Operational

Tying the strategy back to the tactical work.

Strategic

Positioning the product and the company to win in the market and achieve goal.



THANK YOU!

“EXPERIENCED PRODUCT MANAGER IN B2C AND B2B PLATFORM”

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