

Types of PMs



LECTURE
SUMMARY

Covered in this lecture:

The differences between the
3 types of PMs

Taught by:



- ▶ There are 3 types of product managers
- ▶ The difference between them is that they have different stakeholders
- ▶ Stakeholders are the people who have input into what you are building

Examples: users, shareholders, lawyers, marketing

- **#1 Internal product manager**
 - builds tools for other people inside the company
- **#2 Business to business product manager**
 - the clients are other companies
 - the PM interacts with the sales people of the company

- **#3 Business to consumer product manager**

- the most common
- the client is the average consumer
- it requires a lot of vision and creativity
- the PM has to get feedback from users and analyze the data in order to adapt the product

See you next lecture!