

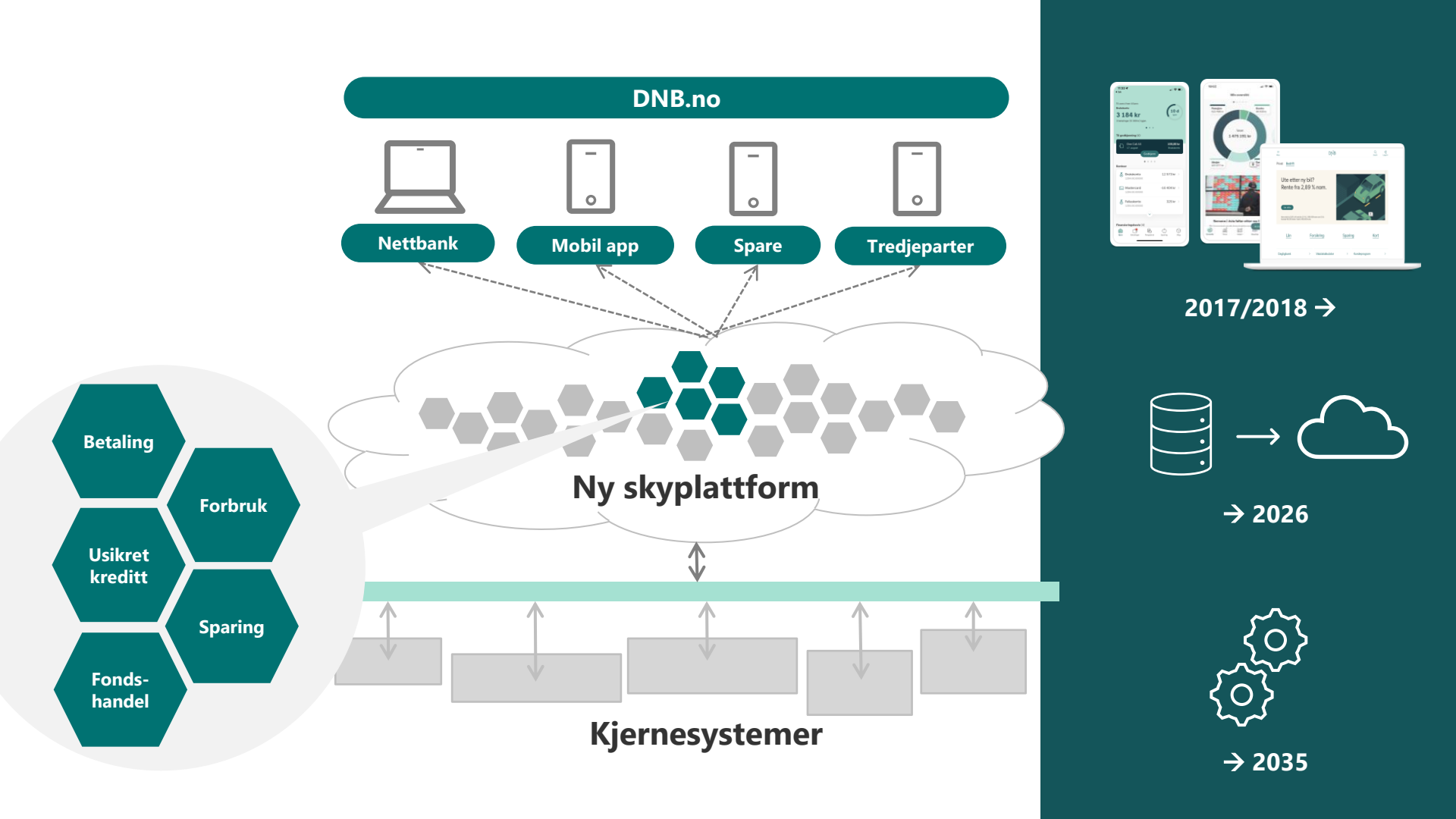


DNB

PRODUCT MANAGEMENT

Hva har vi lært og veien videre

Henriette Paus, Head of Product Management



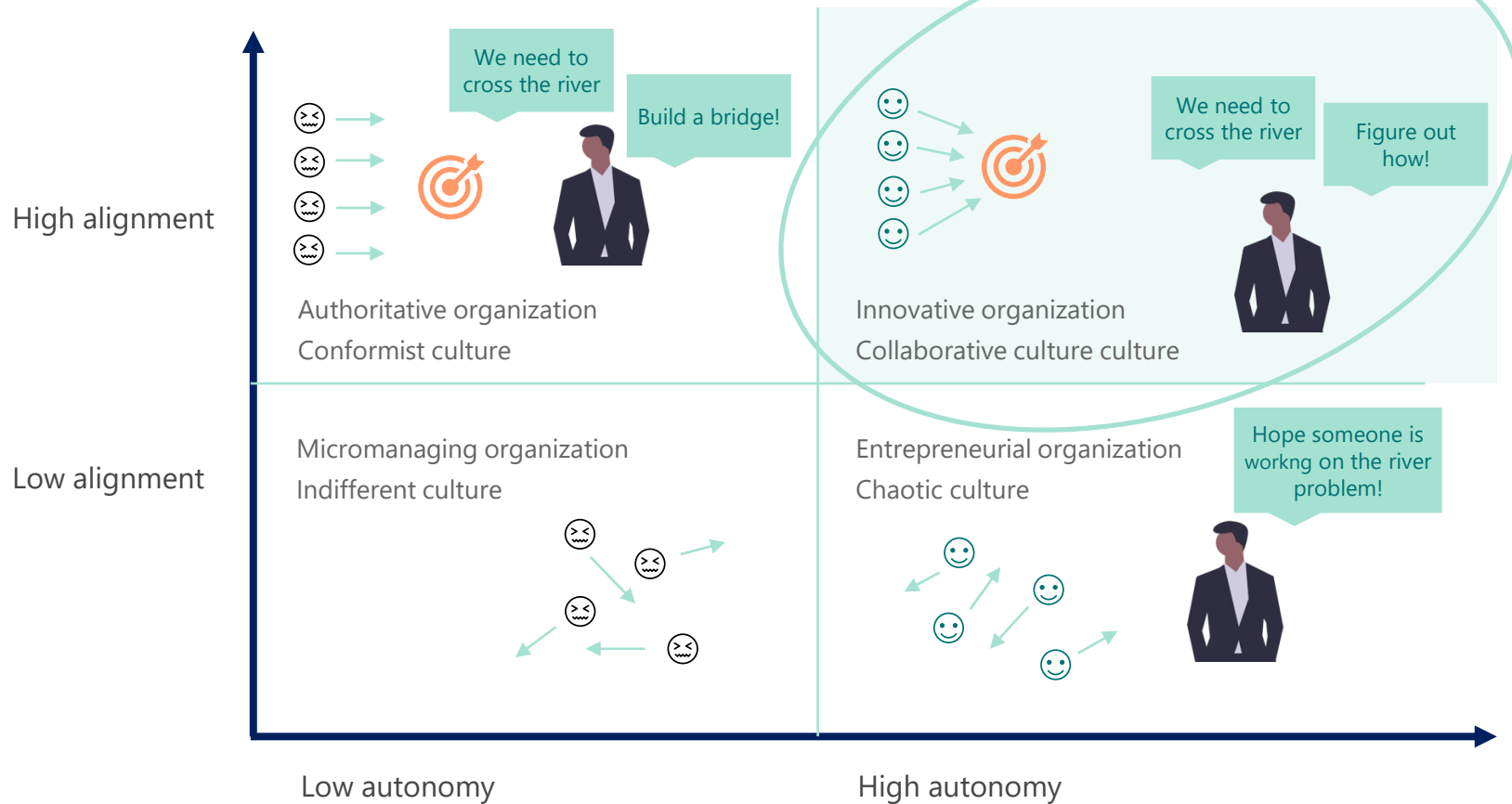


**YOU BUILD IT, YOU
RUN IT, YOU FIX IT**





#AUTONOMI





#NEW

VS

OLD





“Traditional” Product Owner

Historically, the term product owner (NO: produkteier) has been used to describe the role responsible for a typical banking product, e.g. factoring, pension or credit cards. Usually responsible for pricing, risk and the so-called product sheet (NO: produktark).



“New” Product Owner

In new ways of working and doing development (e.g. Scrum), Product Owner is a role responsible for team deliveries and managing the backlog of tasks for optimal outcome. It is a role with enough technical understanding to communicate well with team members and other stakeholders.

Only the “New” Product Owner meaning is considered product management in DNB



#OUTPUT VS OUTCOME

- **Value** risk – will they buy/use it?
- **Usability** risk – can they use it?
- **Feasibility** risk – can we build it?
- **Viability** risk – will it work for our business?




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Product management er en nøkkelrolle for at vi skal lykkes med en agil arbeidsform og levere på ambisjonene i konsernstrategien (2022-2027).



The background features a series of dark teal, three-dimensional rectangular blocks arranged in a perspective that recedes into the distance. Scattered among these blocks are several spheres of different colors and textures: a small green sphere, a white sphere with a green band, a solid teal sphere, a white sphere, a sphere with concentric wood-grain rings, and a solid green sphere.

Definisjoner og rollebeskrivelse
Implementering av karrieremodell
Upskill-løp
Product Management Community

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