

INTERNAL PM

THE INTERNAL PM

BUILDING PRODUCTS FOR YOUR OWN COMPANY

Your products solve problems, create efficiency, and have your coworkers looking at you like you're Santa Claus.



Ability to prioritize

People are going to want one thing plus 20 more, so you need to figure out what stays and goes.



Organized

Your to-do list is going to be galactic.



Ability to juggle

Yeah, like, actually juggling. That's what we mean.



Decisive

You won't be able to make everyone happy and that's ok.



Diplomatic

People are going to...disagree about which direction to head in. Put out the fires and carry on.



Self-Driven

You will be given a lot of independence. What you do with it is up to you, padawan.

B2C PM

THE CONSUMER PM

BUILDING PRODUCTS FOR CONSUMERS

There are over 7 billion consumers in this world and your job is to figure out which ones to make happy. You're the person who was like, "Hey let's make emojiis because it will make everyone's lives better."



Visionary

You have to rely on your intuition to come up with ideas for your product.



Detail-oriented

Sometimes the make or break is as small as moving the button from left to right.



Analytical

Be able to make judgement calls based on data, even if it conflicts with your initial vision.



Empathetic

Understand who you're designing for in order to create the best experience possible.



Strategic

Your vision, the consumer vision, and the company vision need to be combined into an actionable plan. Connect the dots.



Confident

There will always be multiple solutions; have confidence in the one that you created.

B2B PM

THE B2B PM

BUILDING PRODUCTS FOR OTHER COMPANIES

You build products for companies who sell to other companies. The stakes are high in this game, as what you create affects the Hamptons' housing market.



Communicative

You will be working with a lot of people and will need to be able to get your point across.



Attentive

Anticipate what's next for the company, not just the here and now.



Dedicated

These companies are going to want results, and fast.



Collaborative

You should be able to navigate through the stormy sea of opinions.



Problem Solver

The company might not give you a lot of information to work with, but you'll make it work, eventually.



Confident

You have got to hold your own among a lot of uber-confident people.
