# What type of PM do you want to be?

## Covered in this lecture:

What personality types and what levels of experience each of the three PM types is best suited for

- **Internal PM**
    - great for starting out
    - you learn a lot about technology
    - integrate with other systems
    - you do a lot of project management
    - less risk
    - small number of users

- **Business to business PM**
    - good introduction role
    - small number of users
    - you can be flexible and creative
    - priorities weighed by $$$
    - tight deadlines
    - one or very few platforms

- **Business to consumer PM**
    - uncertainty and pressure
    - millions of users
    - multiple platforms
    - high risk, the company can lose money
    - you have to do extensive user testing
    - you learn a lot