Types of PMs

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**
    (SAAS - Software as a service 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!