2021 Product Management Survey on the current state-of-practice

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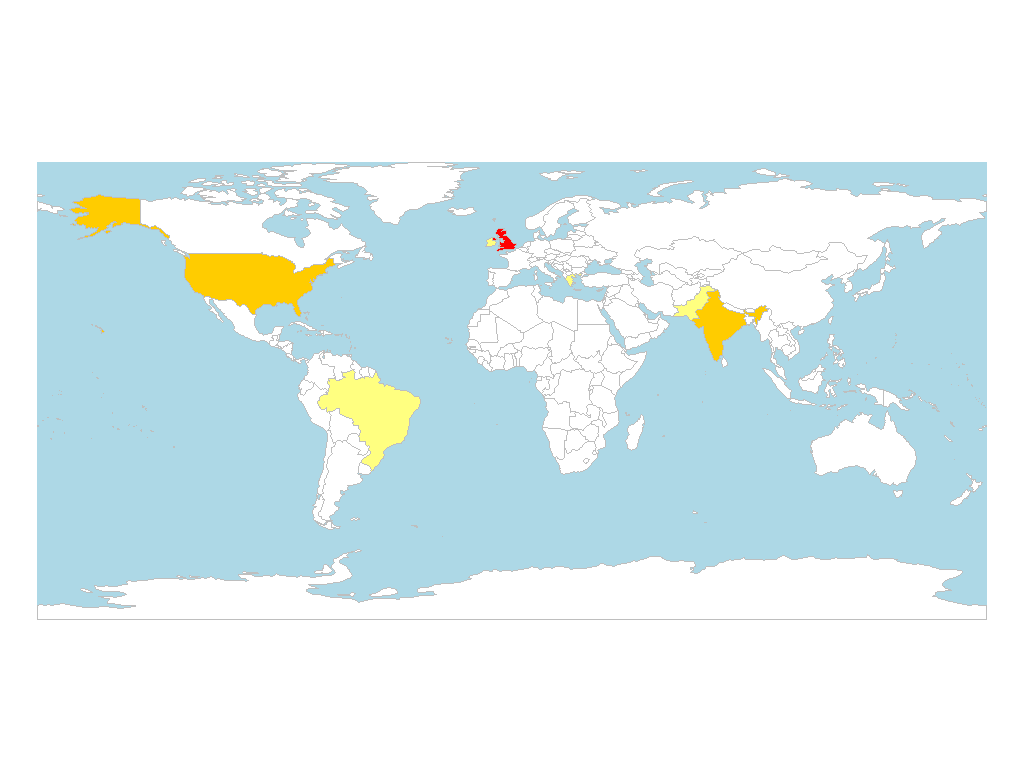
## Organisations

What is the make up of the organisations that the respondents are working in?

|  |  |  |
| --- | --- | --- |
|  | org.industry | org.employees |
|  | Banking / Finance :4 | < 10 :2 |
|  | Nonprofit Institutions:1 | 10-49 :1 |
|  | Private / Consumer :1 | 50-249 :5 |
|  | Software / IT :7 | 250-4499:5 |
|  | Telecommunications :1 | >= 4500 :2 |
|  | Travel/Hospitality :1 | NA |

|  |  |  |  |
| --- | --- | --- | --- |
|  | org.TTM | org.releases | org.prodteamsize |
|  | Less than 4.5 months :4 | More than 12 releases a year :4 | < 4 :4 |
|  | 4.5 months to < 9 months :6 | 5-12 releases a year :5 | 4-9 :6 |
|  | 9 Months to < 18 months :3 | 3-4 releases a year :4 | 10-19 :4 |
|  | More than 18 months :0 | About 2 releases per year :1 | 20-49 :0 |
|  | Don’t know and cannot estimate:2 | About 1 release per year :0 | 50-249:0 |
|  | NA | Less than one release per year:0 | > 250 :1 |
|  | NA | No release so far :1 | NA |

And where are they located?



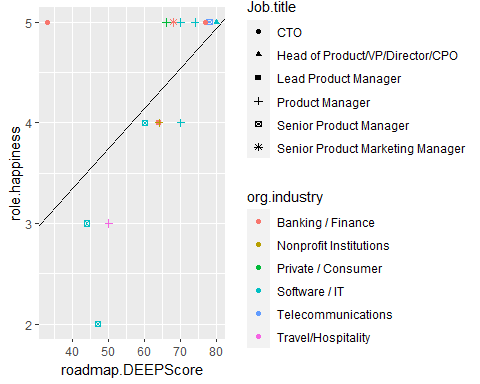
Location of respondents to the survey

## Role

How happy were the respondents with their roadmap process and level of responsibilty in the role?

|  |  |  |  |
| --- | --- | --- | --- |
| Job.title | n | roadmap.happiness | role.happiness |
| CTO | 2 | 4.500000 | 5.000000 |
| Head of Product/VP/Director/CPO | 1 | 3.000000 | 5.000000 |
| Lead Product Manager | 1 | 5.000000 | 4.000000 |
| Product Manager | 6 | 4.166667 | 4.333333 |
| Senior Product Manager | 4 | 3.250000 | 3.500000 |
| Senior Product Marketing Manager | 1 | 5.000000 | 5.000000 |

## Warning: geom\_abline(): Ignoring `mapping` because `slope` and/or `intercept` were provided.



Where do people go to get their information?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Job.title | Events and conferences | Blogs | Books | Online Communities | Professional Bodies | Professional Certification | Professional Training | Tool Vendor material | Google |
| CTO | 100 | 50.00000 | 50 | 50 | 50 | 0 | 50.00000 | 0 | 0 |
| Head of Product/VP/Director/CPO | 0 | 0.00000 | 100 | 100 | 0 | 0 | 0.00000 | 0 | 0 |
| Lead Product Manager | 0 | 100.00000 | 100 | 100 | 0 | 0 | 0.00000 | 0 | 0 |
| Product Manager | 0 | 66.66667 | 50 | 50 | 0 | 0 | 16.66667 | 0 | 0 |
| Senior Product Manager | 50 | 50.00000 | 75 | 50 | 0 | 25 | 0.00000 | 0 | 0 |
| Senior Product Marketing Manager | 0 | 100.00000 | 100 | 100 | 0 | 0 | 0.00000 | 0 | 0 |

## Roadmap

How mature were the roadmap processes by job title of respondent? Also did happiness with the roadmap process lead to a higher maturity score?

|  |  |  |  |
| --- | --- | --- | --- |
| Job.title | n | roadmap.DEEPScore | roadmap.mat\_level |
| CTO | 2 | 55.00000 | 3.500000 |
| Head of Product/VP/Director/CPO | 1 | 80.00000 | 4.000000 |
| Lead Product Manager | 1 | 64.00000 | 4.000000 |
| Product Manager | 6 | 65.66667 | 3.833333 |
| Senior Product Manager | 4 | 57.25000 | 3.500000 |
| Senior Product Marketing Manager | 1 | 68.00000 | 4.000000 |

