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

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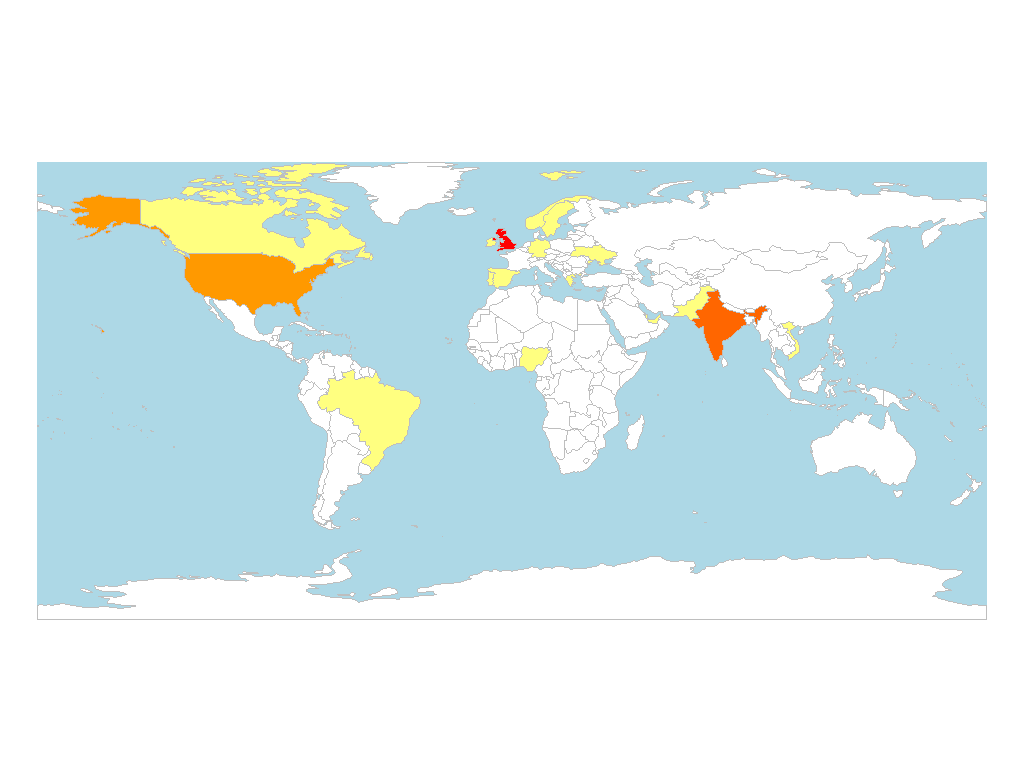
## Organisations

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

|  |  |  |
| --- | --- | --- |
|  | org.industry | org.employees |
|  | Software / IT :17 | < 10 : 5 |
|  | Banking / Finance : 5 | 10-49 : 5 |
|  | Private / Consumer : 2 | 50-249 : 7 |
|  | Retail / Wholesale : 2 | 250-4499:10 |
|  | Nonprofit Institutions: 1 | >= 4500 : 3 |
|  | Professional services : 1 | NA |
|  | (Other) : 2 | NA |

|  |  |  |  |
| --- | --- | --- | --- |
|  | org.TTM | org.releases | org.prodteamsize |
|  | Less than 4.5 months :10 | More than 12 releases a year :11 | < 4 : 9 |
|  | 4.5 months to < 9 months :11 | 5-12 releases a year : 8 | 4-9 :10 |
|  | 9 Months to < 18 months : 6 | 3-4 releases a year : 7 | 10-19 : 7 |
|  | More than 18 months : 1 | About 2 releases per year : 1 | 20-49 : 2 |
|  | Don’t know and cannot estimate: 2 | About 1 release per year : 2 | 50-249: 1 |
|  | NA | Less than one release per year: 0 | > 250 : 1 |
|  | NA | No release so far : 1 | NA |

And where are they located?

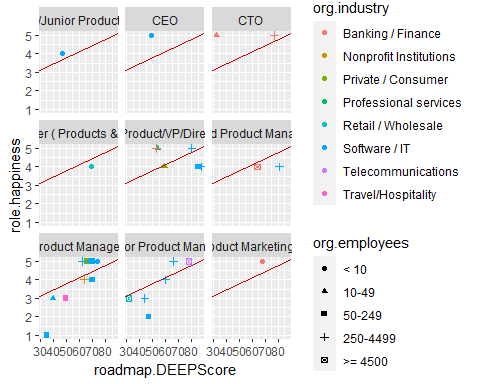


Location of respondents to the survey

## Role

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

|  |  |  |  |
| --- | --- | --- | --- |
| Job.title | n | roadmap.happiness | role.happiness |
| Associate/Junior Product Manager | 1 | 4.000000 | 4.000000 |
| CEO | 1 | 3.000000 | 5.000000 |
| CTO | 2 | 4.500000 | 5.000000 |
| Freelancer ( Products & Growth ) | 1 | 4.000000 | 4.000000 |
| Head of Product/VP/Director/CPO | 6 | 3.333333 | 4.500000 |
| Lead Product Manager | 2 | 4.500000 | 4.000000 |
| Product Manager | 10 | 3.700000 | 4.000000 |
| Senior Product Manager | 6 | 3.166667 | 3.666667 |
| Senior Product Marketing Manager | 1 | 5.000000 | 5.000000 |



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 |
| Associate/Junior Product Manager | 100.00000 | 100.00000 | 100.00000 | 100.00000 | 0 | 100.00000 | 100 | 0 | 0 |
| CEO | 100.00000 | 0.00000 | 0.00000 | 0.00000 | 100 | 0.00000 | 100 | 0 | 0 |
| CTO | 100.00000 | 50.00000 | 50.00000 | 50.00000 | 50 | 0.00000 | 50 | 0 | 0 |
| Freelancer ( Products & Growth ) | 0.00000 | 100.00000 | 100.00000 | 100.00000 | 0 | 0.00000 | 0 | 0 | 0 |
| Head of Product/VP/Director/CPO | 16.66667 | 83.33333 | 50.00000 | 83.33333 | 0 | 0.00000 | 0 | 0 | 0 |
| Lead Product Manager | 50.00000 | 50.00000 | 50.00000 | 50.00000 | 0 | 0.00000 | 0 | 0 | 0 |
| Product Manager | 20.00000 | 80.00000 | 60.00000 | 70.00000 | 10 | 10.00000 | 30 | 0 | 0 |
| Senior Product Manager | 66.66667 | 66.66667 | 83.33333 | 66.66667 | 0 | 16.66667 | 0 | 0 | 0 |
| Senior Product Marketing Manager | 0.00000 | 100.00000 | 100.00000 | 100.00000 | 0 | 0.00000 | 0 | 0 | 0 |

Which professional bodies are they members of?

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Job.title | ACM | AIPMM | AMI | APM | BCS | IAOIP | ISPMA | PDMA | None |
| Associate/Junior Product Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| CEO | 0 | 0.00000 | 0 | 0 | 0 | 0 | 100 | 100 | 0.00000 |
| CTO | 0 | 0.00000 | 0 | 0 | 50 | 0 | 0 | 0 | 50.00000 |
| Freelancer ( Products & Growth ) | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Head of Product/VP/Director/CPO | 0 | 16.66667 | 0 | 0 | 0 | 0 | 0 | 0 | 83.33333 |
| Lead Product Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Product Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 90.00000 |
| Senior Product Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Senior Product Marketing Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |

## 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 |
| Associate/Junior Product Manager | 1 | 47.00000 | 3.0 |
| CEO | 1 | 49.00000 | 3.0 |
| CTO | 2 | 55.00000 | 3.5 |
| Freelancer ( Products & Growth ) | 1 | 69.00000 | 4.0 |
| Head of Product/VP/Director/CPO | 6 | 69.66667 | 4.0 |
| Lead Product Manager | 2 | 72.50000 | 4.0 |
| Product Manager | 10 | 59.90000 | 3.7 |
| Senior Product Manager | 6 | 54.50000 | 3.5 |
| Senior Product Marketing Manager | 1 | 68.00000 | 4.0 |

