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

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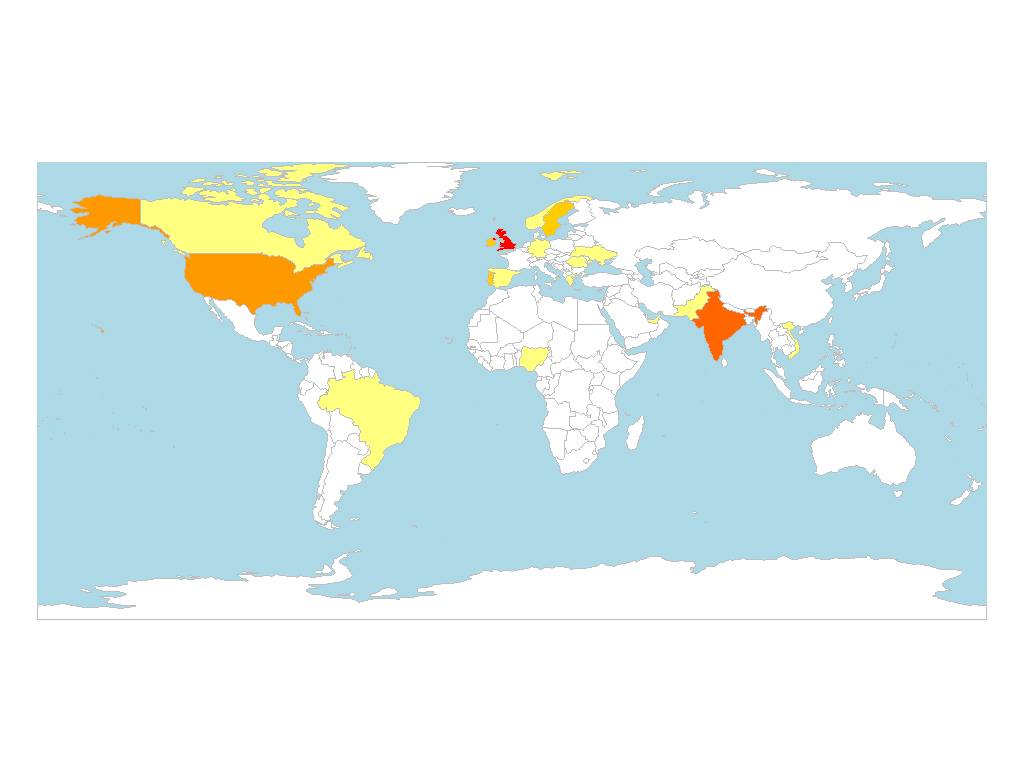
## Organisations

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

|  |  |  |
| --- | --- | --- |
|  | org.industry | org.employees |
|  | Software / IT :20 | < 10 : 8 |
|  | Banking / Finance : 7 | 10-49 : 6 |
|  | Retail / Wholesale : 3 | 50-249 : 7 |
|  | Private / Consumer : 2 | 250-4499:13 |
|  | Education : 1 | >= 4500 : 4 |
|  | Medical / Health Care: 1 | NA |
|  | (Other) : 4 | NA |

|  |  |  |  |
| --- | --- | --- | --- |
|  | org.TTM | org.releases | org.prodteamsize |
|  | Less than 4.5 months :12 | More than 12 releases a year :15 | < 4 :12 |
|  | 4.5 months to < 9 months :13 | 5-12 releases a year : 8 | 4-9 :13 |
|  | 9 Months to < 18 months : 7 | 3-4 releases a year : 8 | 10-19 : 8 |
|  | More than 18 months : 1 | About 2 releases per year : 3 | 20-49 : 3 |
|  | Don’t know and cannot estimate: 5 | About 1 release per year : 2 | 50-249: 1 |
|  | NA | Less than one release per year: 0 | > 250 : 1 |
|  | NA | No release so far : 2 | NA |

And where are they located?

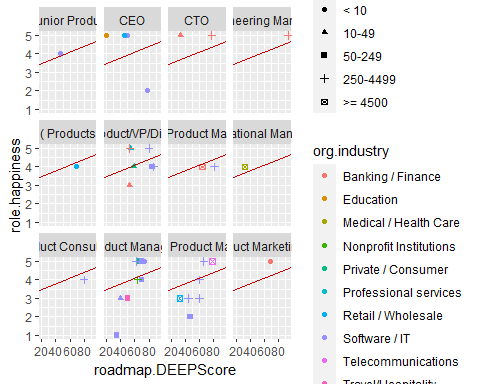


Location of respondents to the survey

## 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 | 4 | 3.000000 | 4.250000 |
| CTO | 2 | 4.500000 | 5.000000 |
| Engineering Manager | 1 | 5.000000 | 5.000000 |
| Freelancer ( Products & Growth ) | 1 | 4.000000 | 4.000000 |
| Head of Product/VP/Director/CPO | 7 | 3.285714 | 4.285714 |
| Lead Product Manager | 2 | 4.500000 | 4.000000 |
| Operational Manager | 1 | 5.000000 | 4.000000 |
| Product Consultant | 1 | 4.000000 | 4.000000 |
| Product Manager | 10 | 3.700000 | 4.000000 |
| Senior Product Manager | 7 | 3.142857 | 3.571429 |
| 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 | 0.00000 | 100.00000 | 100 | 0 | 0 |
| CEO | 75.00000 | 25.00000 | 25.00000 | 50.00000 | 25.00000 | 0.00000 | 25 | 0 | 0 |
| CTO | 100.00000 | 50.00000 | 50.00000 | 50.00000 | 50.00000 | 0.00000 | 50 | 0 | 0 |
| Engineering Manager | 100.00000 | 0.00000 | 0.00000 | 100.00000 | 0.00000 | 0.00000 | 0 | 0 | 0 |
| Freelancer ( Products & Growth ) | 0.00000 | 100.00000 | 100.00000 | 100.00000 | 0.00000 | 0.00000 | 0 | 0 | 0 |
| Head of Product/VP/Director/CPO | 14.28571 | 71.42857 | 42.85714 | 85.71429 | 0.00000 | 0.00000 | 0 | 0 | 0 |
| Lead Product Manager | 50.00000 | 50.00000 | 50.00000 | 50.00000 | 0.00000 | 0.00000 | 0 | 0 | 0 |
| Operational Manager | 100.00000 | 0.00000 | 0.00000 | 100.00000 | 0.00000 | 100.00000 | 0 | 0 | 0 |
| Product Consultant | 0.00000 | 100.00000 | 100.00000 | 100.00000 | 0.00000 | 0.00000 | 0 | 0 | 0 |
| Product Manager | 20.00000 | 80.00000 | 60.00000 | 70.00000 | 10.00000 | 10.00000 | 30 | 0 | 0 |
| Senior Product Manager | 71.42857 | 71.42857 | 85.71429 | 71.42857 | 14.28571 | 14.28571 | 0 | 0 | 0 |
| Senior Product Marketing Manager | 0.00000 | 100.00000 | 100.00000 | 100.00000 | 0.00000 | 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 | 25 | 25 | 75.00000 |
| CTO | 0 | 0.00000 | 0 | 0 | 50 | 0 | 0 | 0 | 50.00000 |
| Engineering Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Freelancer ( Products & Growth ) | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Head of Product/VP/Director/CPO | 0 | 14.28571 | 0 | 0 | 0 | 0 | 0 | 0 | 85.71429 |
| Lead Product Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Operational Manager | 0 | 0.00000 | 0 | 0 | 0 | 0 | 0 | 0 | 100.00000 |
| Product Consultant | 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 | 85.71429 |
| 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 | 3.000000 |
| CEO | 4 | 48.00000 | 3.000000 |
| CTO | 2 | 55.00000 | 3.500000 |
| Engineering Manager | 1 | 94.00000 | 5.000000 |
| Freelancer ( Products & Growth ) | 1 | 69.00000 | 4.000000 |
| Head of Product/VP/Director/CPO | 7 | 67.28571 | 3.857143 |
| Lead Product Manager | 2 | 72.50000 | 4.000000 |
| Operational Manager | 1 | 32.00000 | 3.000000 |
| Product Consultant | 1 | 80.00000 | 4.000000 |
| Product Manager | 10 | 59.90000 | 3.700000 |
| Senior Product Manager | 7 | 55.28571 | 3.571429 |
| Senior Product Marketing Manager | 1 | 68.00000 | 4.000000 |

