

# Job Title - Product Management

**Product management** is the business process of planning, developing, launching, and managing a product or service.

A product can be for internal as well external use of an organization.

## **Role of a Product Manager :**

A product manager is essentially the "**CEO of the product,**" responsible for defining the vision of the product, strategy, and roadmap, and ensuring the product meets both customer needs and business objectives rather than directly managing a product end to end.

## Types of Product Managers

**Technical Product Manager    Product marketing manager    Platform Product Manager**

### **1) Technical Product Manager:**

#### **i) Role:**

A technical product manager is a product manager with a strong technical background that is typically focused on the more technical aspects of the product. A technical PM works more closely with the engineering team than the business, sales, and marketing teams of the organization.

#### **ii) Responsibilities:**

- a) Ability to work well with internal teams, including developers, engineers, architects, quality assurance, and operations. Ensure requirements are fully understood and that implementation plans match expectations.
- b) Understand, research, and follow technical trends in the industry and in general.
- c) Able to assess emerging products and companies to measure their potential value or threat to the company and its products, as well as make recommendations on which new technologies to invest in or leverage the funds in.

#### **iii) Key skills:**

- a) Basic understanding of servers and web services(AWS).
- b) Knowledge of data storage and being able to deal with different data types, file types.
- c) Overview of APIs and API keys and understanding of Clients and Apps(Web, Native).

- d) Basic understanding of few widely used programming languages.

iv) **Who is it for?**

- a) Technical Proficiency
- b) Communication and leadership skills
- c) Critical Thinking and who are interested in long run vision
- d) Generally in early stage startups and small companies there is no specific role for a technical product manager

2) **Platform Product Manager:**

i) **Role:**

A Platform Product Manager works behind the scenes to build the internal tools, systems, and infrastructure that product teams rely on to build those customer-facing products.

ii) **Responsibilities:**

- a) Manage Platform adoption rates.
- b) Taking feedback from internal teams (engineers, designers, data teams) about how useful, reliable, and easy-to-use the platform is.
- c) Manage costs: For infrastructure-heavy platforms, cloud spend optimization, resource utilization, and cost per transaction also to be tracked.
- d) Cross-team dependencies: Monitoring how often platform work is blocking product team deliveries, with a goal of minimizing bottlenecks
- e) Time to resolution (TTR) for platform issues: How quickly platform-related incidents are detected, diagnosed, and resolved.

iii) **Key skills:**

- a) Worked with platform adjacent roles.
- b) Ability to manage multiple stakeholders and prioritize effectively
- c) Technical fluency.

iv) **Who is it for?**

- a) Can reduce Product and internal team gaps.
- b) Communication and leadership skills.
- c) Technical flow Management experience and technical skills overview like data analysis and APIs.

3) **Product Marketing Manager:**

i) **Role:**

In simple words, the work of a PMM is story telling of a product to the right audience. They provide a connection point in between product development,

marketing and sales team for the launch. Marketing in all sorts of the product and keeping the customer engaged even after a product is launched, is the brief role of a PMM.

**ii) Responsibilities:**

- f) Developing user and buyer personas.
- g) Researching the market to learn the competitive environment.
- h) Working with the marketing team to create materials that highlight product features and benefits.
- i) Developing the go-to-market strategy.(GTM)
- j) Positioning and messaging the product and its features.
- k) Creating Sales channels, creating pitch decks, training materials.

**iii) Key skills:**

- d) Strong communication and story telling
- e) Customer research and market analysis which includes databasing in various aspects.
- f) Cross team collaboration

**iv) Who is it for?**

- e) Technical Proficiency
- f) Communication and leadership skills
- g) Critical Thinking and who are interested in long run vision
- h) Generally in early stage startups and small companies there is no specific role for a technical product manager