

What's PM?

Mitsuru Saito
Principal Product Manager
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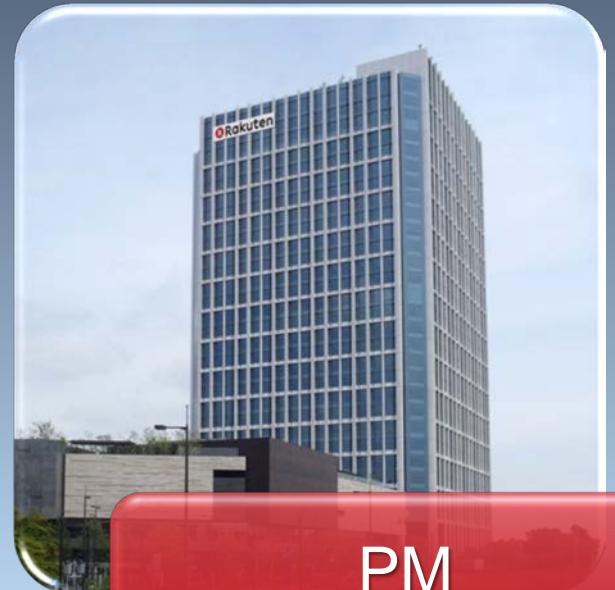
Introduction



PM
Windows/IE/OE
Microsoft Japan



PM
Windows
Microsoft USA



PM
Rakuten Travel
Rakuten.inc

The Products I Contributed to



UNIVERSAL SERIAL BUS



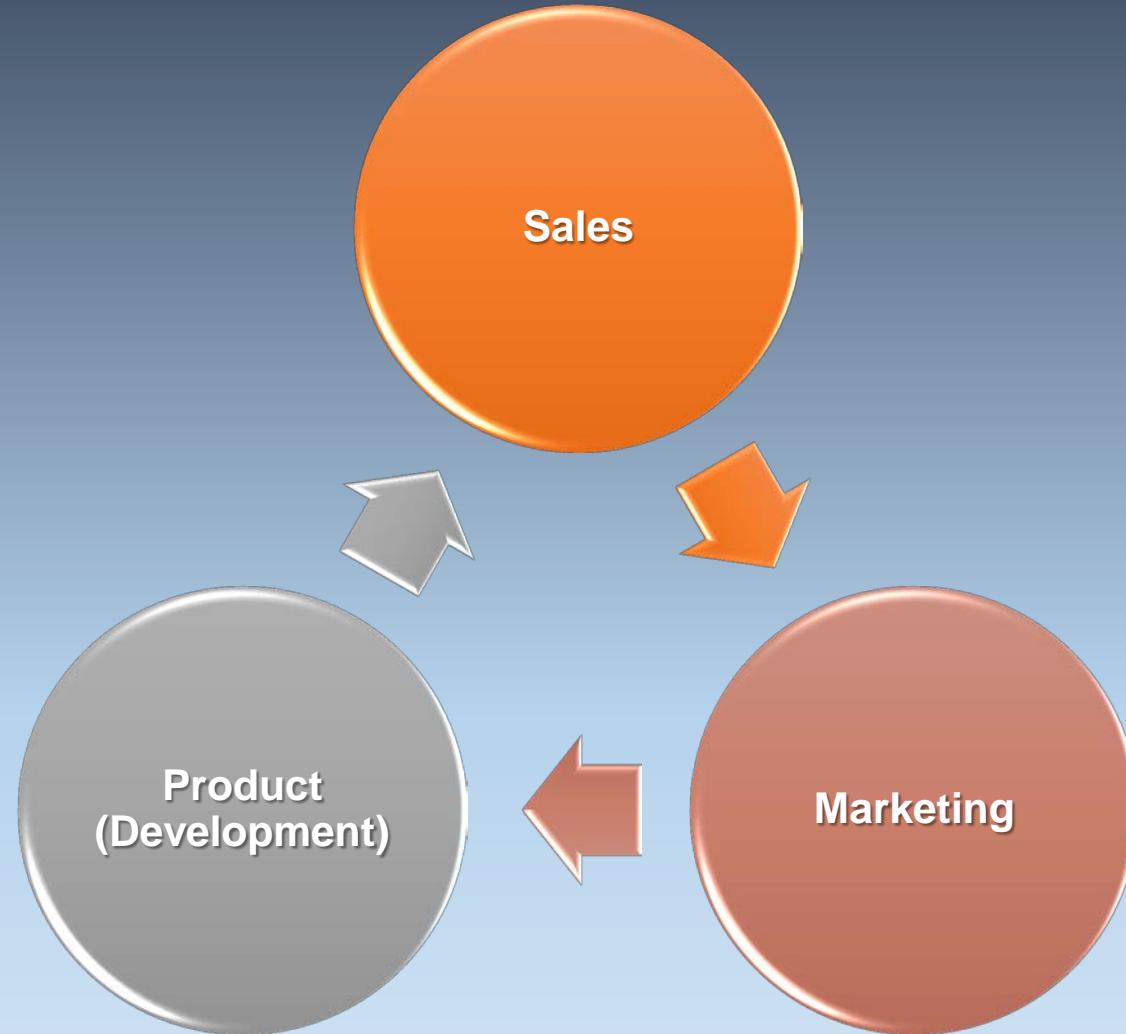
Program Management Trends



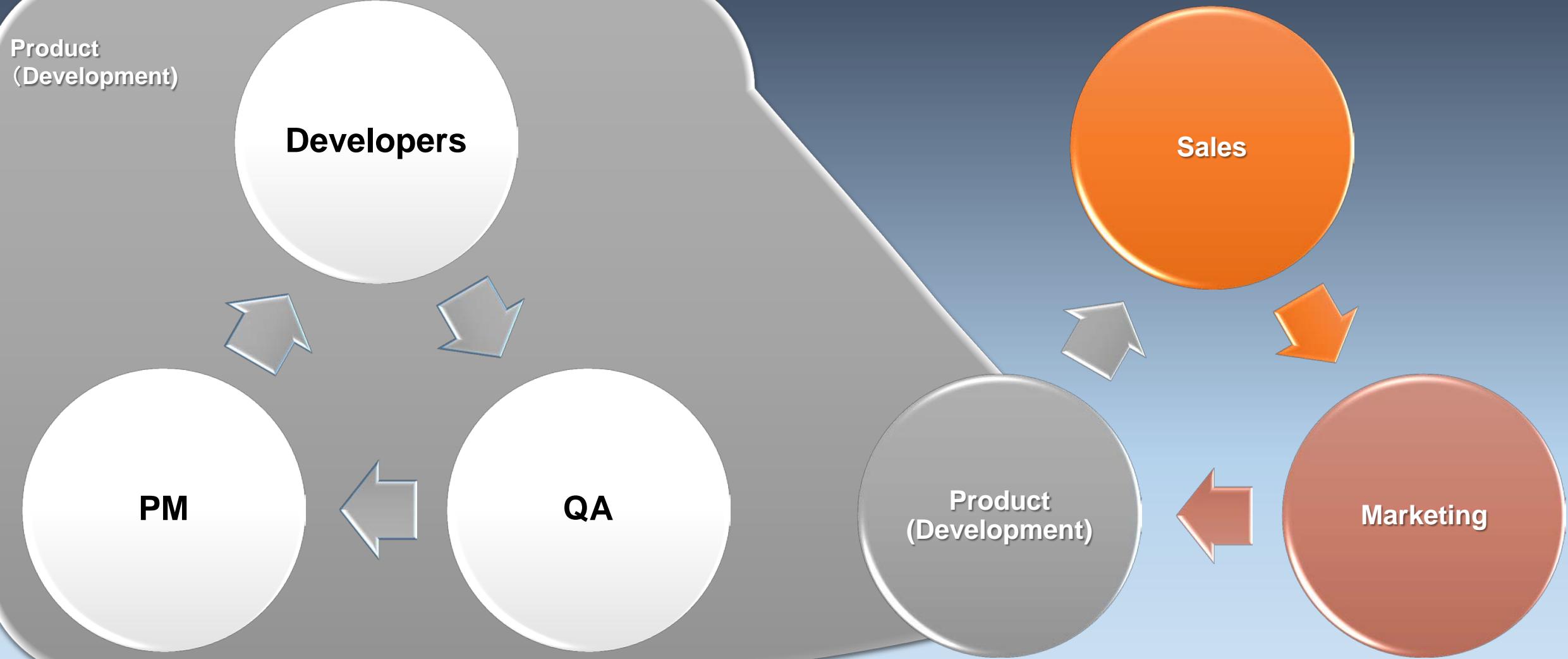
- Dividing role
- Sharpen each talent per role
- Help each other with professionalism



Triangle of Company



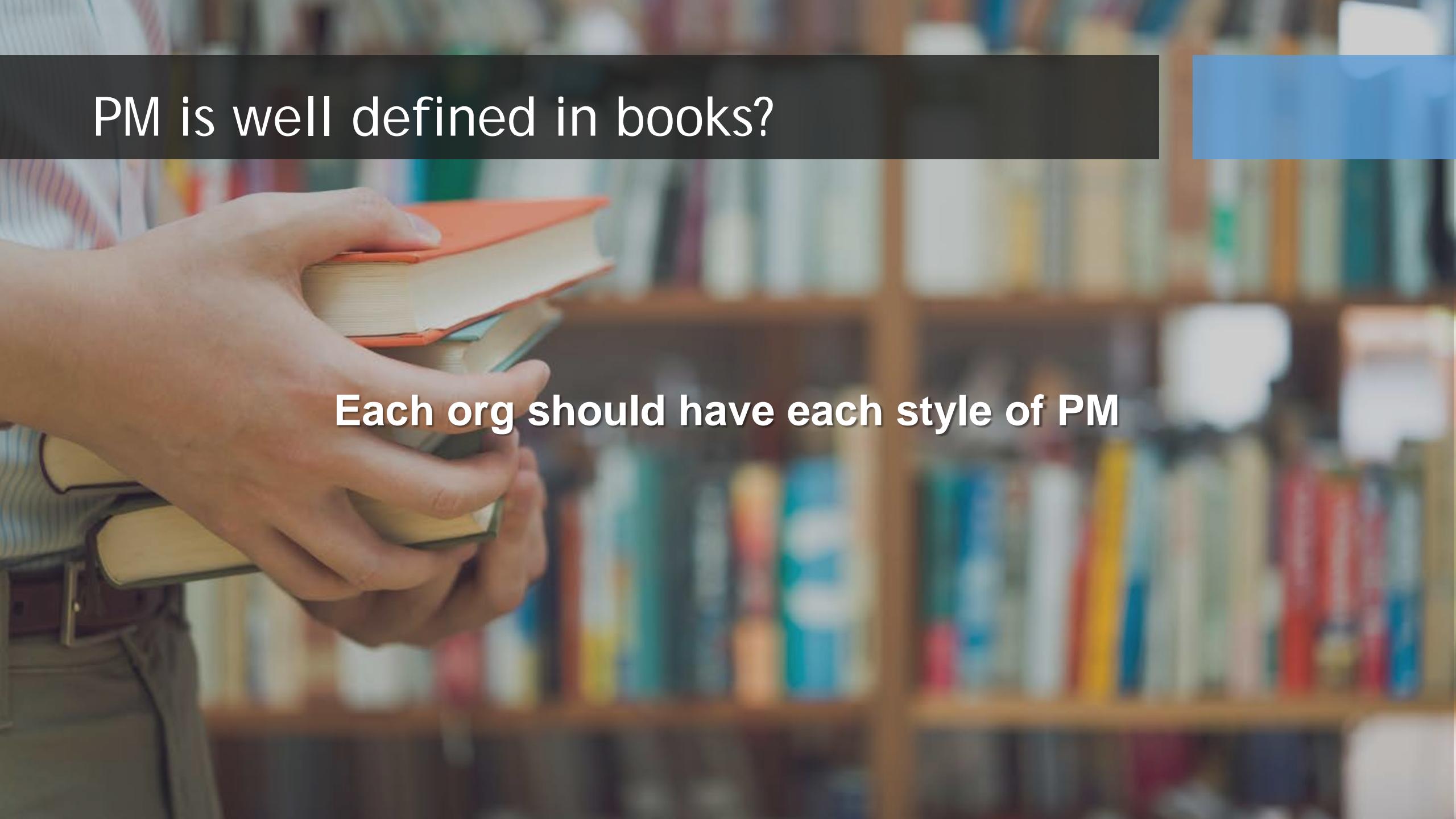
Triangle of Product



Center of Communications



95% of PM Tasks are disgusting!

A photograph showing a person's hands holding a stack of books. The books have orange, green, and yellow covers. In the background, there are wooden bookshelves filled with many more books.

PM is well defined in books?

Each org should have each style of PM



What's PM?

**Define and design products and services that delight customers
and add strategic value to the company.**

PM Competencies

- **Individual Excellence**

- Action oriented
- Composure
- Conviction and courage
- Creativity
- Dealing with ambiguity
- Integrity and trustworthiness
- Intellectual horsepower
- Self confidence
- Self development

- **Results**

- Decision making
- Drive for results
- Managing systems and processes
- Performance management
- Planning, Organizing, and coordinating
- Problem solving

- **Customer Feedback**

- Customer focus
- Presenting Rakuten

- **Teamwork**

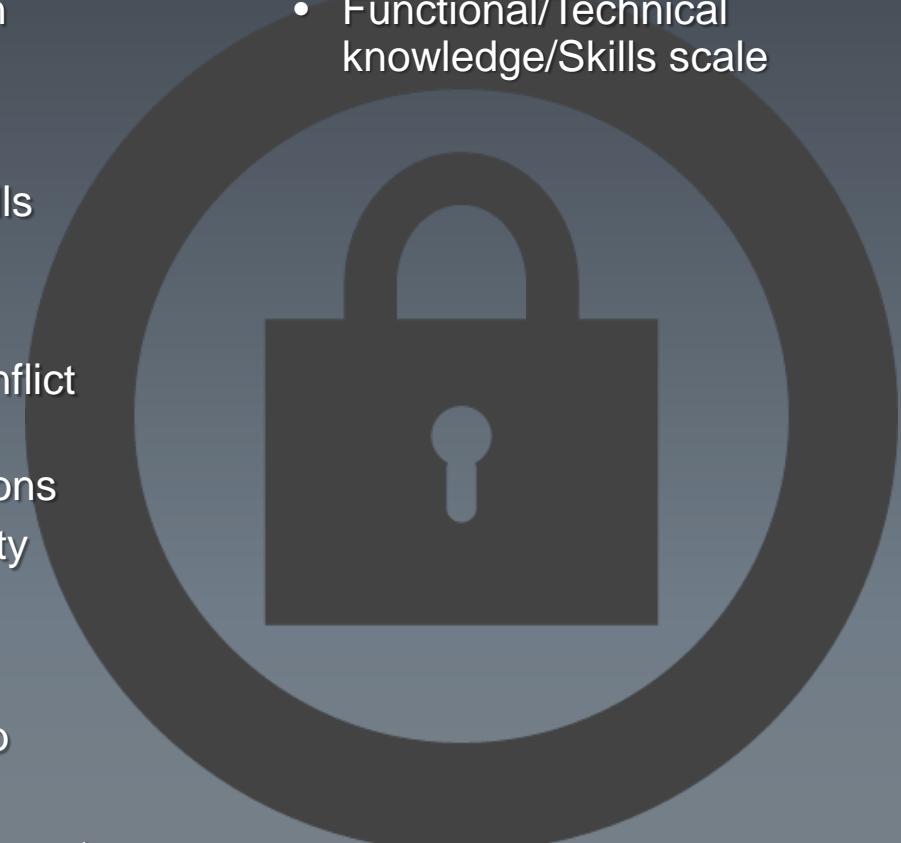
- Building team spirit
- Communicating skills
- Hiring and staffing
- Interpersonal skills
- Negotiation and conflict management
- Open communications
- Organizational agility

- **Long-term approach**

- Developing people
- Strategic leadership
- Strategic thinking
- Innovation management

- **Passion for Products and Technology**

- Technical passion and drive
- Functional/Technical knowledge/Skills scale



Creativity (One Example)

- **Definition**

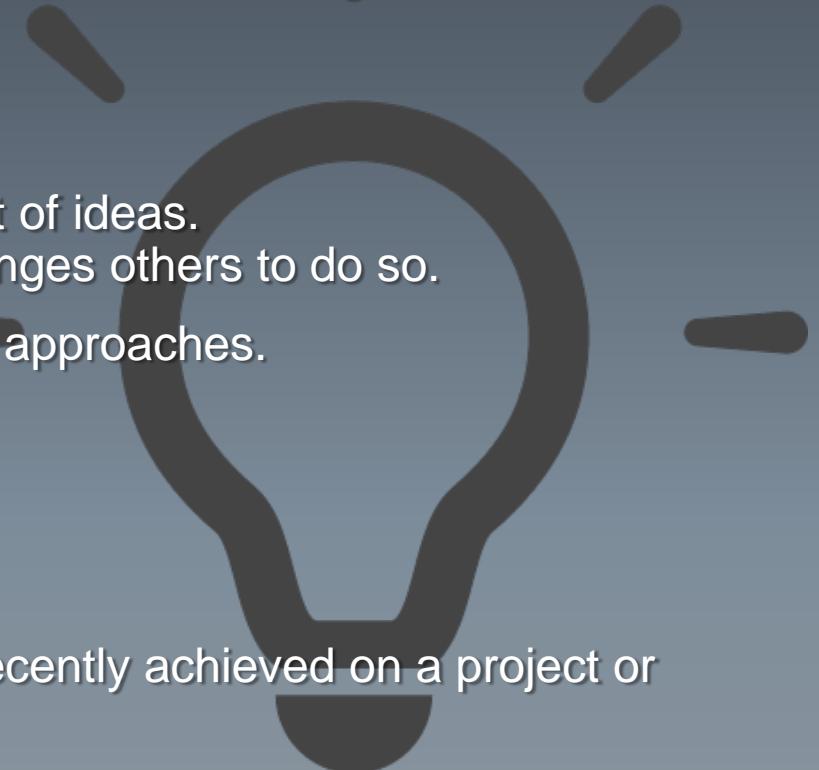
- Develop original ideas, approaches, and solutions to typical, unusual, or difficult situations or problems.

- **Hints**

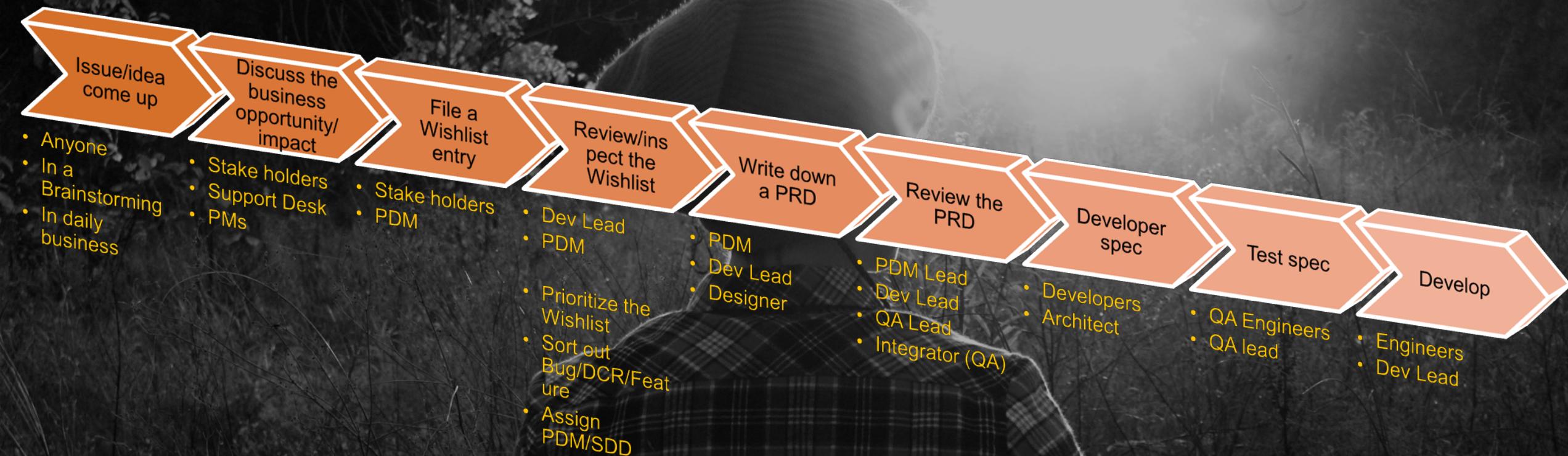
- Regularly contributes high quality thinking to the development of ideas.
Continually pushes the status quo to test its limits, and challenges others to do so.
- Turns problems upside down and inside out to find fresh new approaches.

- **Questions**

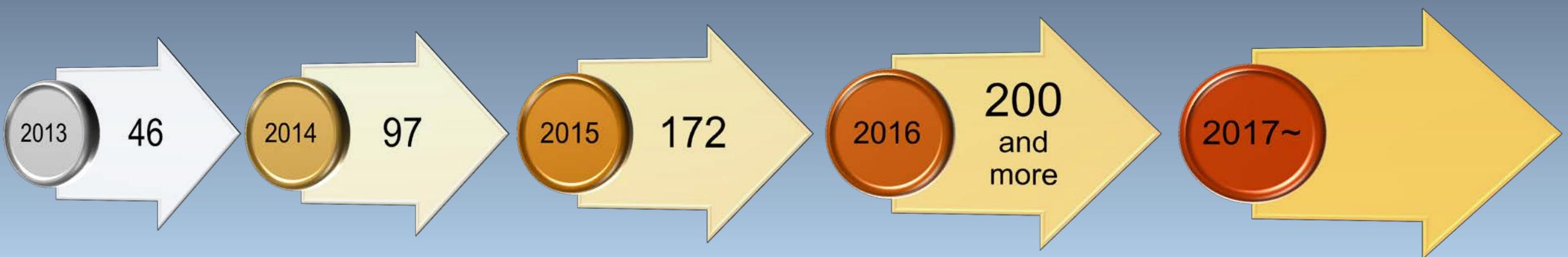
- What do you do to enhance your own creative thinking?
Tell me about one of the most exciting "breakthroughs" you recently achieved on a project or assignment.
What do you do to keep your ideas fresh?



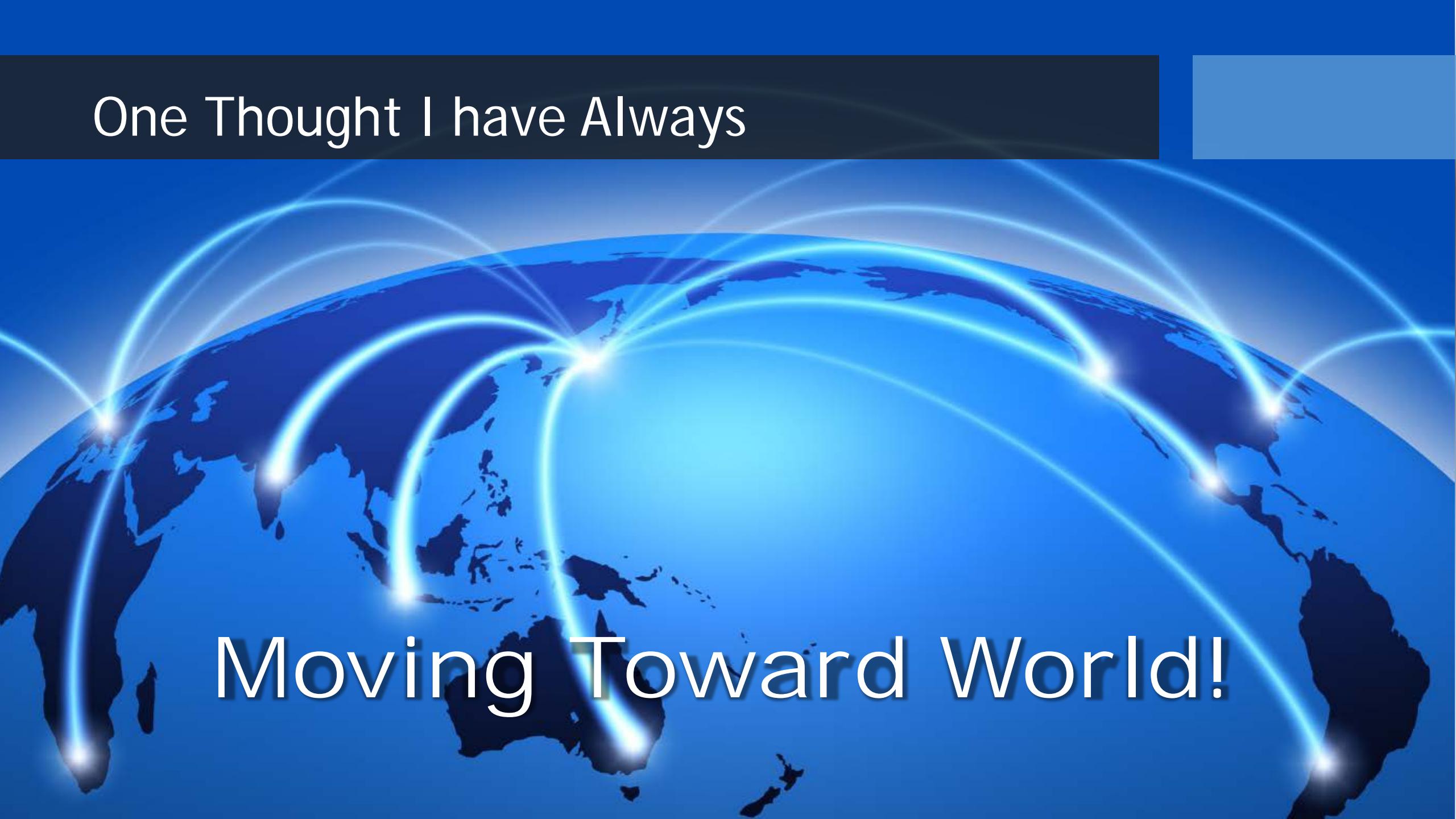
Development Flow Overview



Product Development Fact



One Thought I have Always



Moving Toward World!

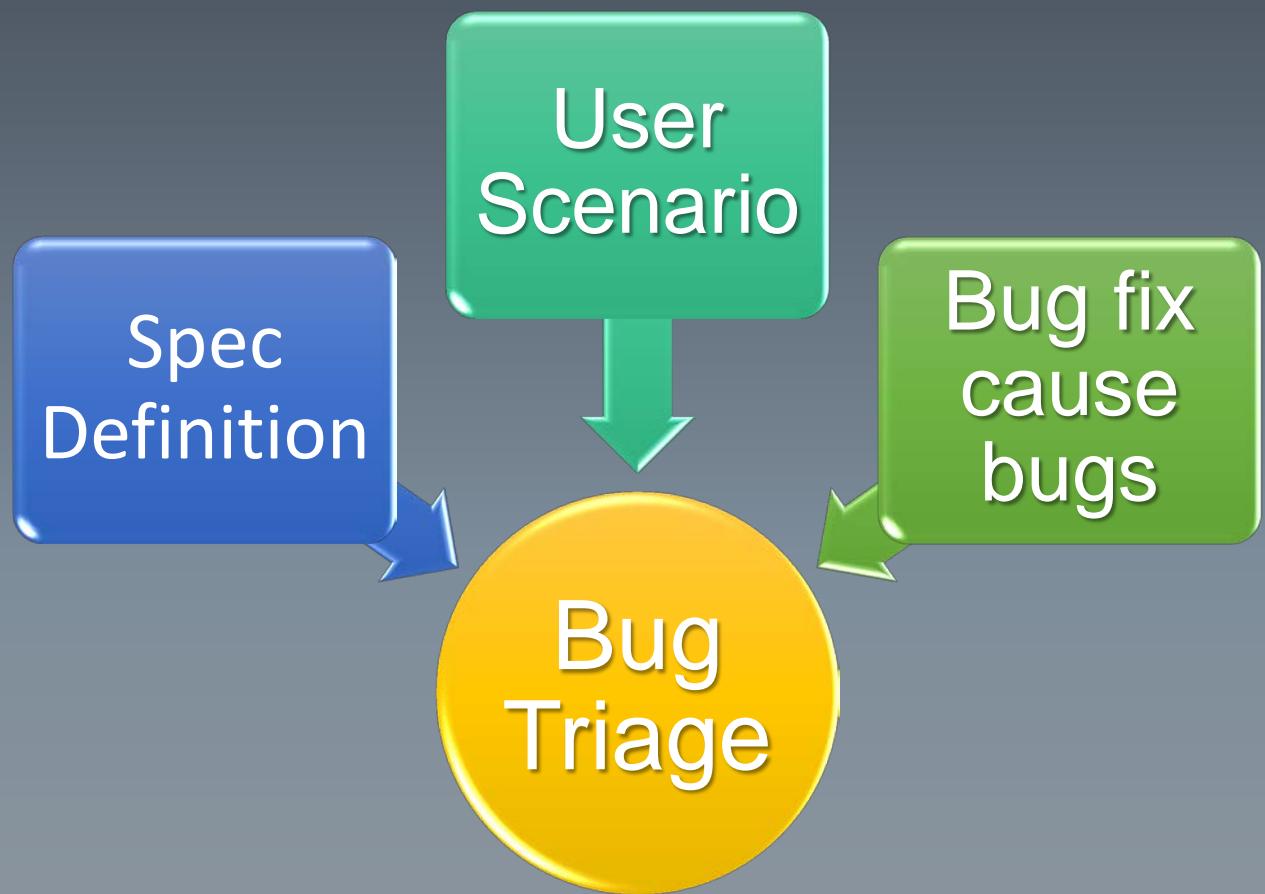
Compromise



- Piss developers off!
- Bugger Customers off!

What's bug?

The behavior that is different from Spec



Think World from Scratch



Globalization



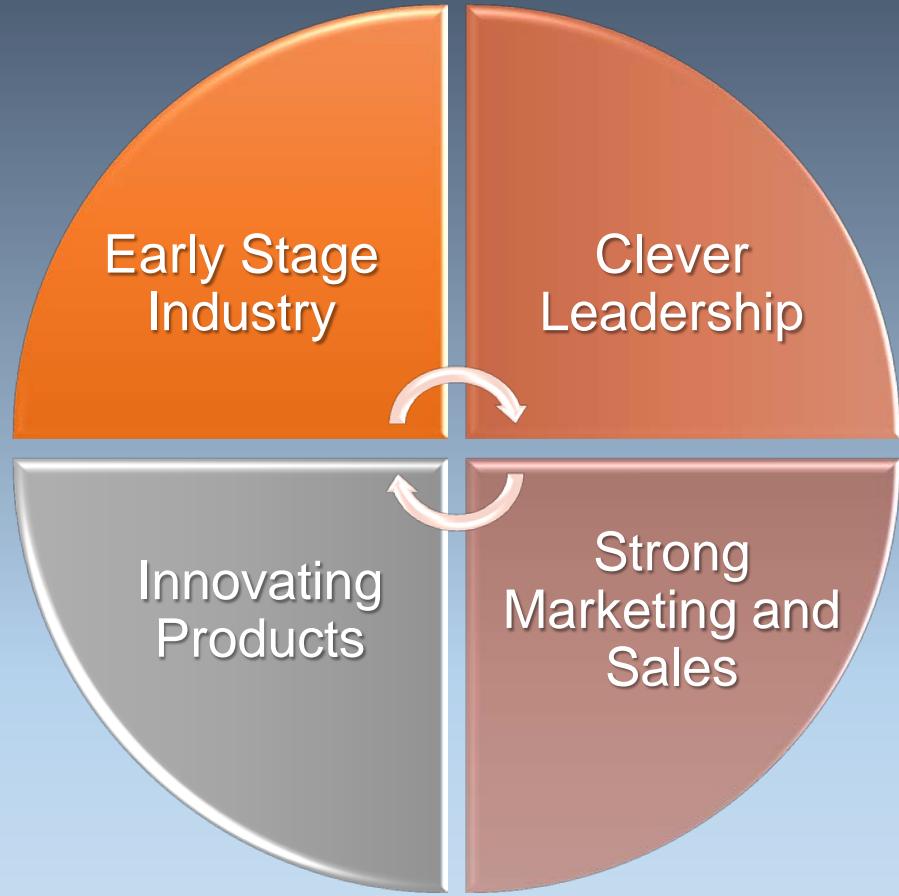
Localization



World
Readiness

Begin with
English + Japanese

PM in Rakuten Travel



PM in Rakuten Travel

- <http://corp.rakuten.co.jp/careers/engineering/>



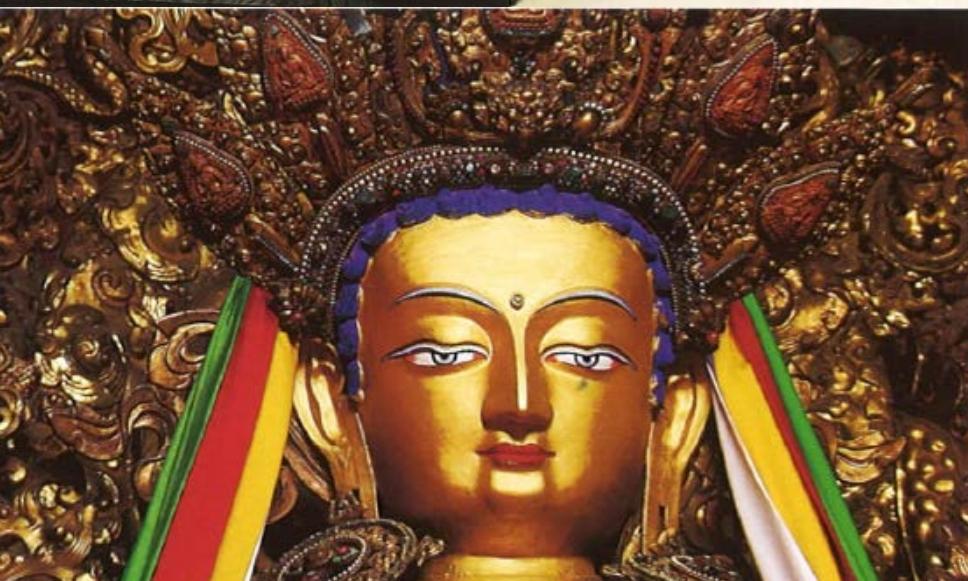
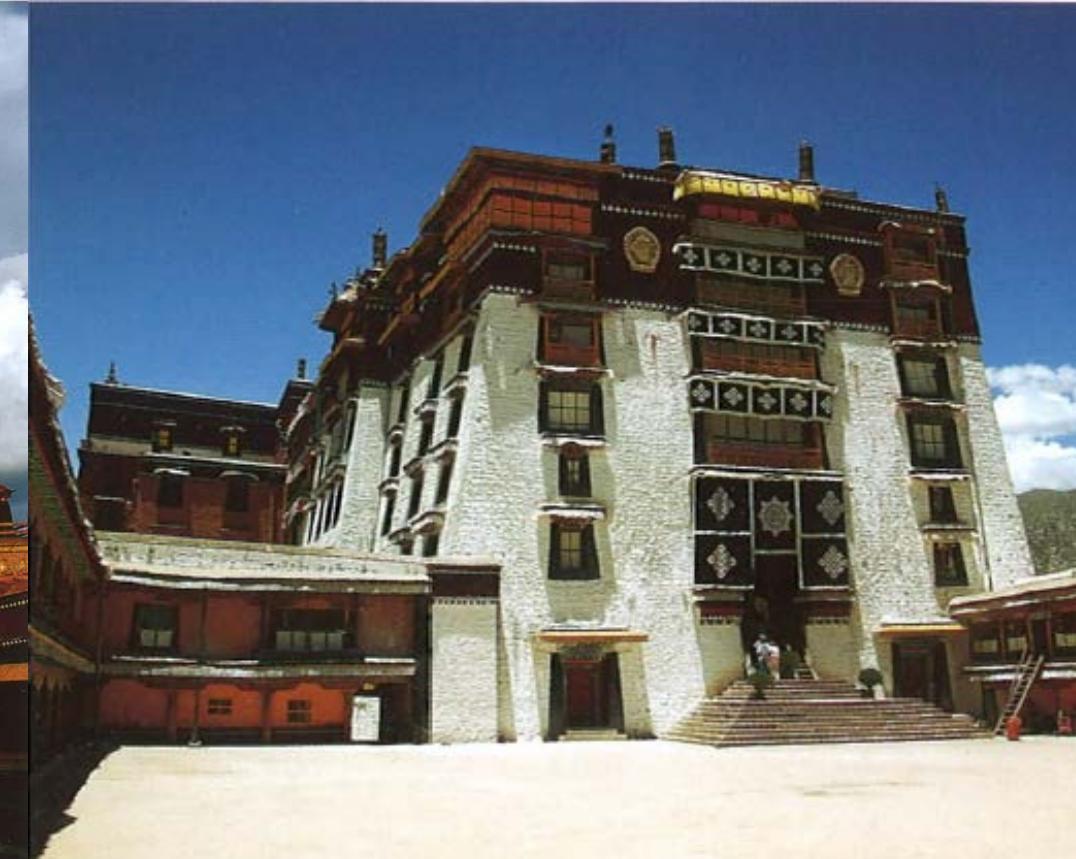


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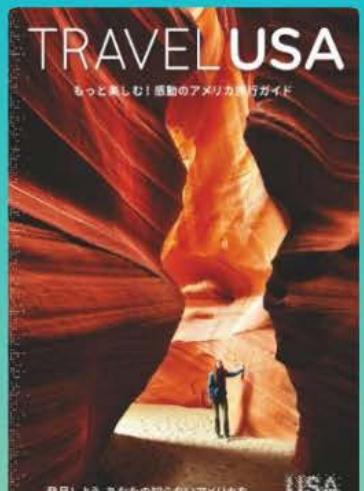


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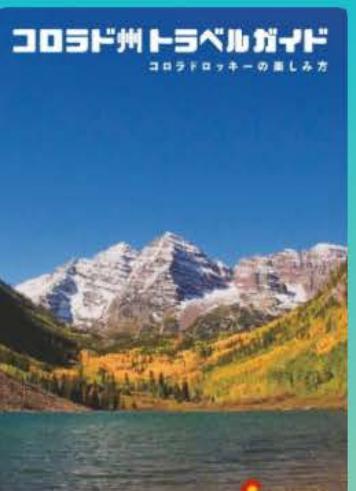
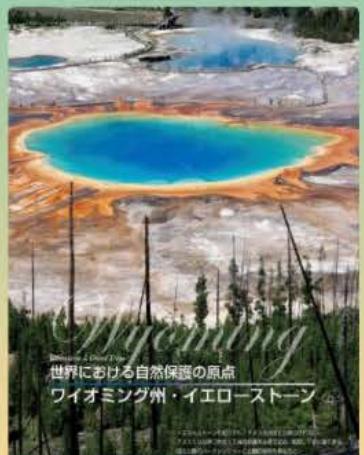
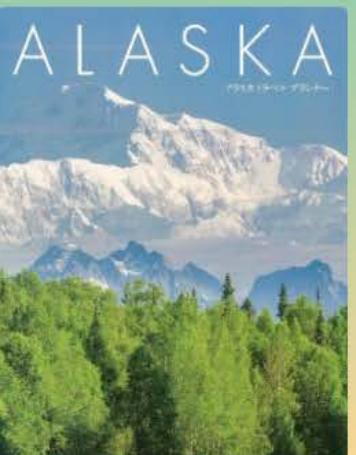
ルメ旅へいこう

心動く海外の旅へ

ホントは教えたくない北海道



TRAVEL USA もっと楽しむ! 感動のアメリカ旅行ガイド

コロラド州 トラベルガイド
コロラドロッキーの楽しみ方世界における自然保護の原点
ワイオミング州・イエローストーン

ALASKA

PATW

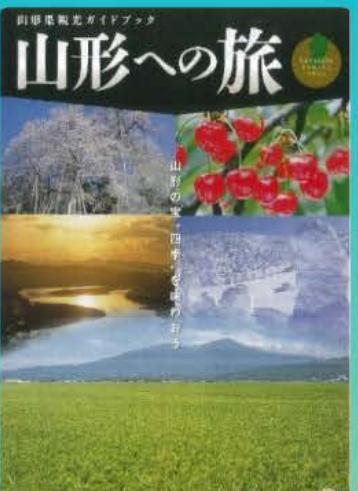
たくない北海道

おすすめ

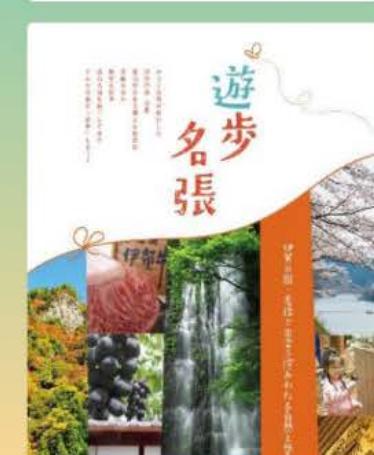
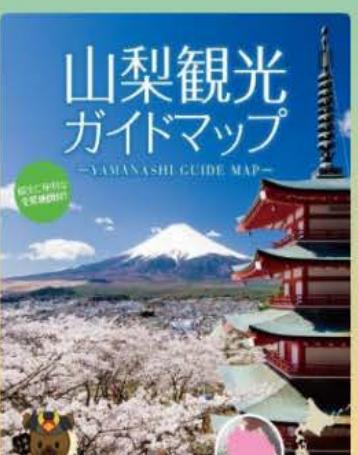
絶景を楽しめ!



伊吹島



山形県観光ガイドブック 山形への旅 山形日和。

遊歩
名張山梨観光
ガイドマップ
—YAMANASHI GUIDE MAP—

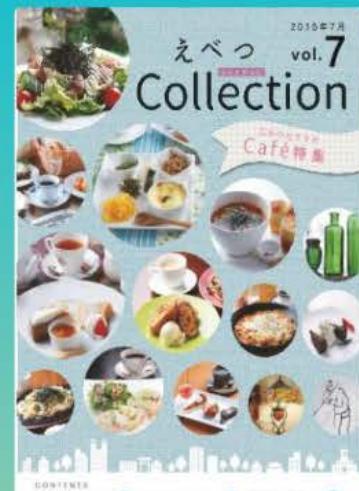
PATW

外の旅へ

ホントは教えたくない北海道



羅臼であいたい



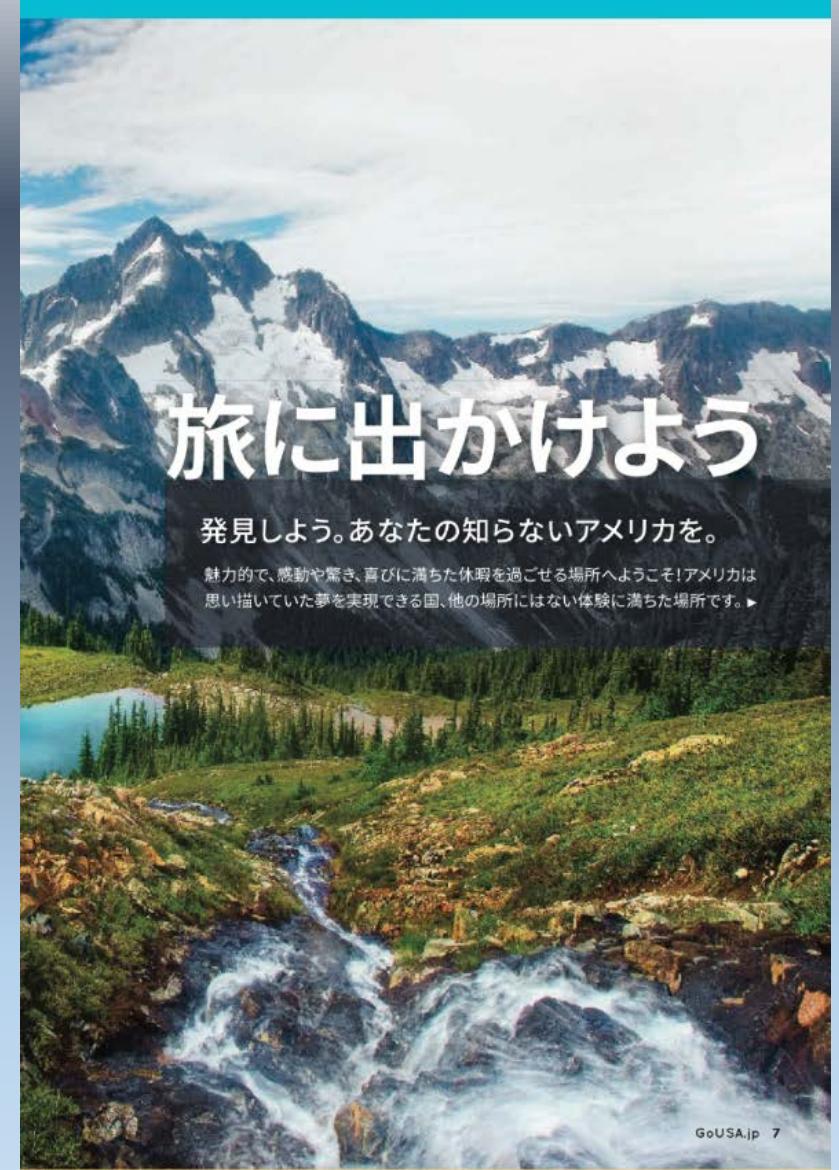
えべつ Collection Vol.7

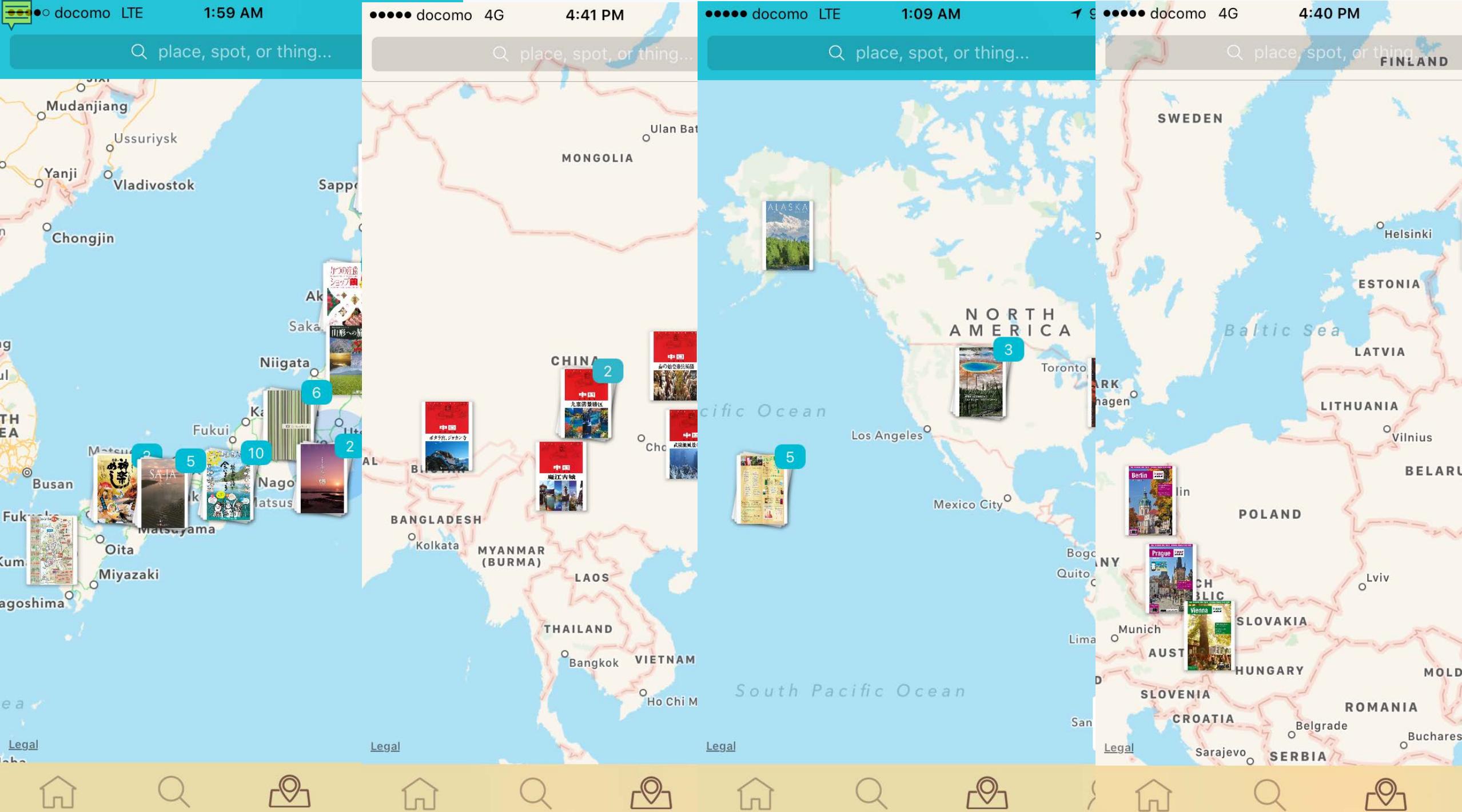
HOKKAIDO NAKAFURANO SAI-YU-KI
「花と香りと味覚のまち」
中富良野町の魅力満載!

羅臼であいたい



人生、もっと楽しく豊かに。いつでもプラス志向







••••• docomo LTE

10:42 PM

91%

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One More Jump Games



FINAL TAPTASY Games



Lifeline: Crisis Line



PAC-Bubbles



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5:53 PM

100%

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Travel



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Book Your Trip

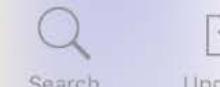
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Updates

Thank you.

meets the need

PARTNER

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