

Product Management @ Startups

Scott Wittrock

ABOUT ME

PAST ROLES

PRODUCT MANAGER @
SLYCE, IPREO, BLIPPAR, ZIFT,
DOLIST, LUMI

GROUND RULES

I AM NOT AN EXPERT

Ask questions!

Propose other solutions!

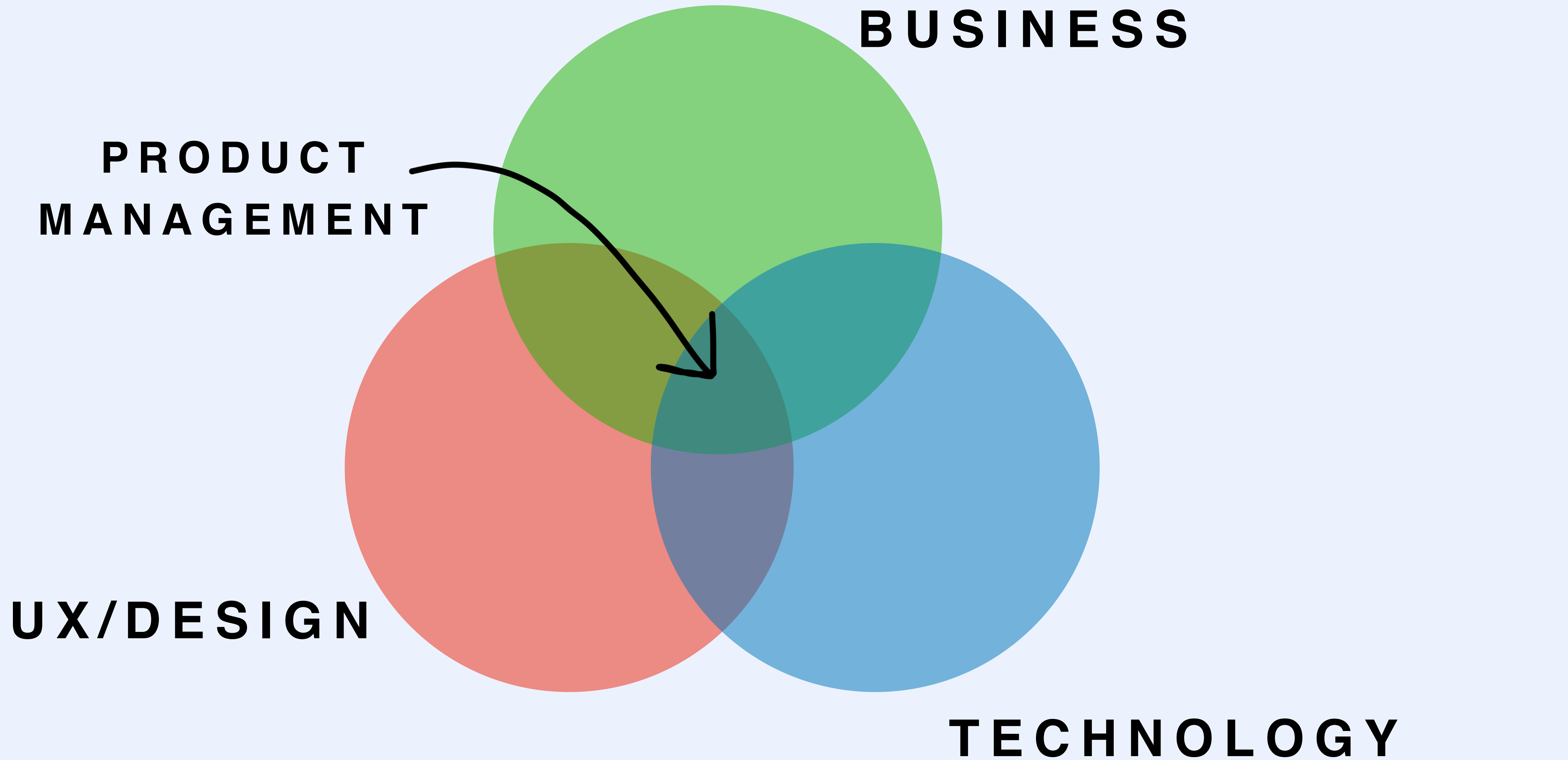
Share ideas!

THE ROLE OF A PRODUCT MANGER

“THE ROLE OF THE PRODUCT
MANAGER IS PURPOSELY FLEXIBLE,
ALMOST BY DESIGN.”

TODD JACKSON

VP OF PRODUCT AND DESIGN AT DROPBOX



“THE PRODUCT MANAGER IS LIKE
THE CEO OF THEIR PRODUCT OR
FEATURE”

EVERY ARTICLE ON THE ROLE OF PRODUCT MANAGERS

THE ONLY DIFFERENCE?

**NOBODY REPORTS TO A PRODUCT
MANAGER**

**BUT THEY TELL TEAMS OF PEOPLE
WHAT TO DO!**

WHAT MAKES A PRODUCT MANAGER?

Must Have

1. Outstanding intellectual ability, able to process and synthesize information
2. Excellent communication
3. Demonstrated leadership
4. Collaborative and effective within the company culture

Good to Have

5. Knack for knowing what users/customers want
6. Strategic/analytical thinking
7. Technical background
8. Entrepreneurial spirit

Bonus

9. Writes code
10. Creates designs
11. Runs quantitative analysis

TYPICAL AGILE ROLES

Product Manager

Defines vision for product/feature/area they are responsible for by filtering incoming request, analyzing data, and reviewing industry trends.

Product Owner

Translate the vision into actionable tasks in the form of stories or a collection of stories called an Epic.

Scrum Master

Ensure the team is achieving goals defined by product, and removes **any** blocker that is preventing those goals from being met.

TYPICAL PRODUCT HIERARCHY

Chief Product Officer/VP of Product/Director of Product

Translate company goals into possible products or high level features. Figure out which big problems are worth solving, and provides guidance as to which team should tackle which problems.

Product Manager

Translate the problems identified for their team into more concrete feature of function the product should perform.

Product Analyst

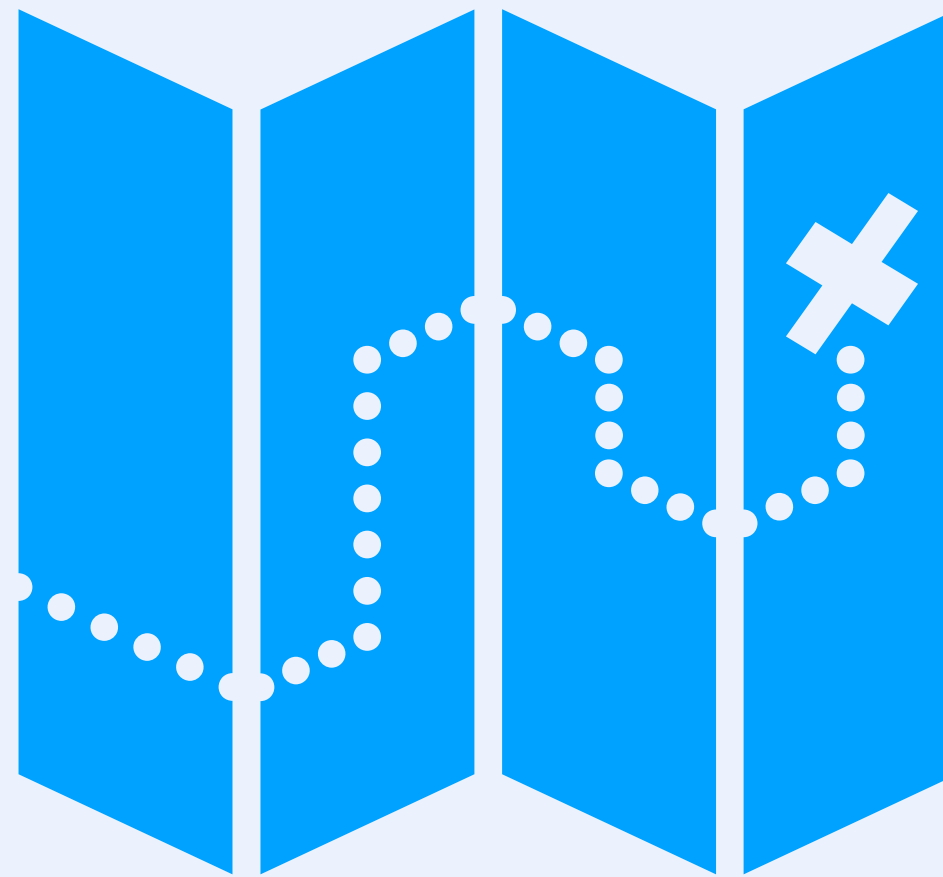
Decide the details of how that feature should function.

Chief Product Officer



Product Vision

Product Manager



Product Roadmap

Product Owner

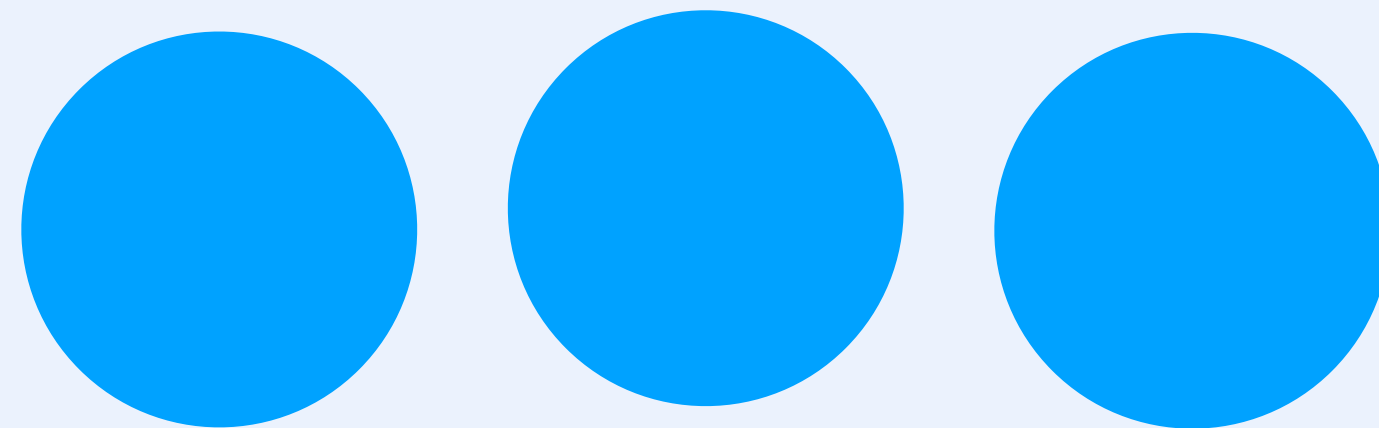


Product Execution

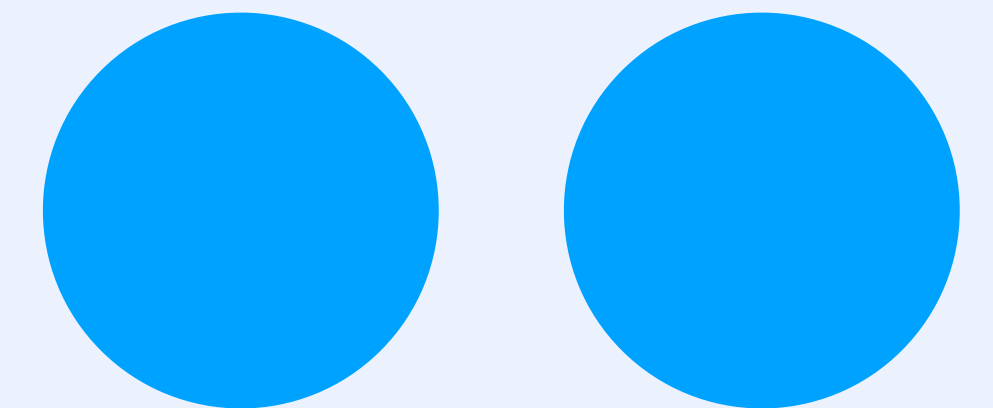
MAKE UP OF A PRODUCT TEAM



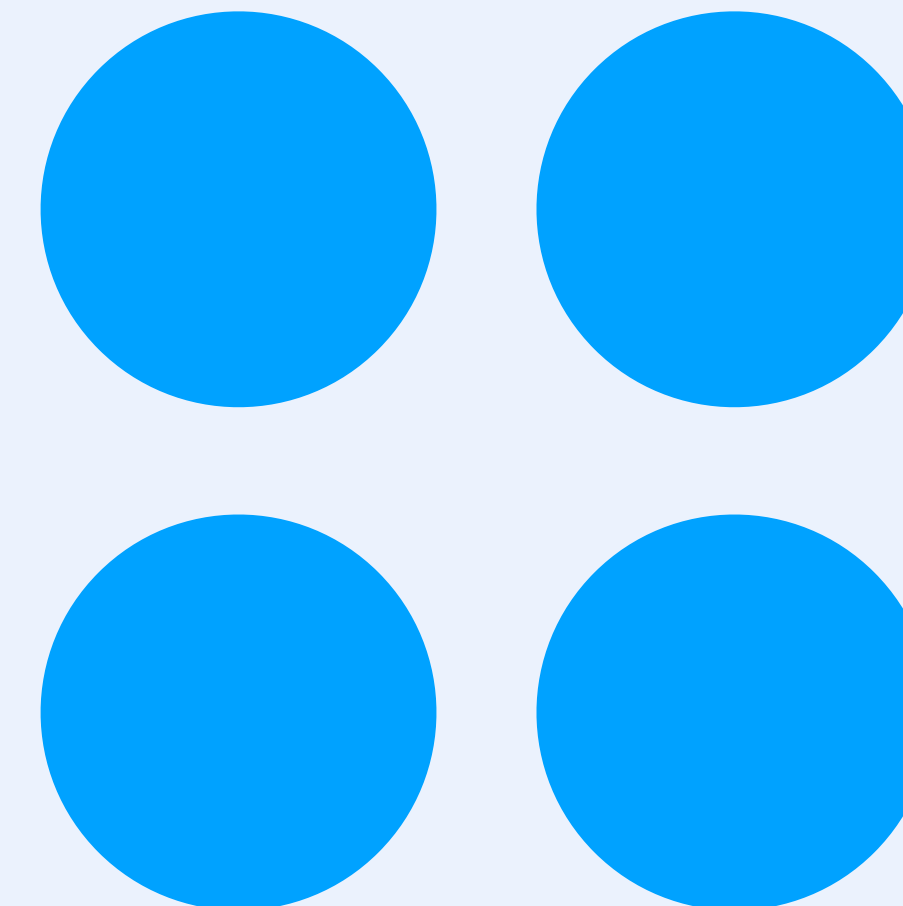
PRODUCT MANAGERS



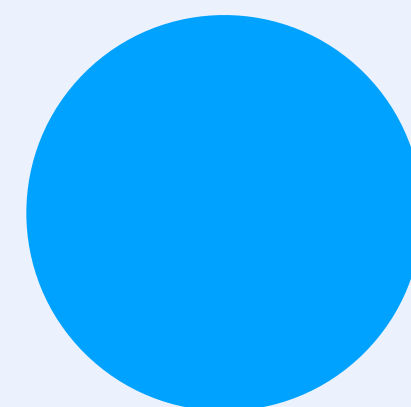
INSIGHTS



UX / DESIGN



PRODUCT OWNERS



PRODUCT ANALYST/
BUSINESS ANALYSTS



A SCRUM TEAM

PRODUCT MANAGER



SCRUM MASTER



DESIGNER



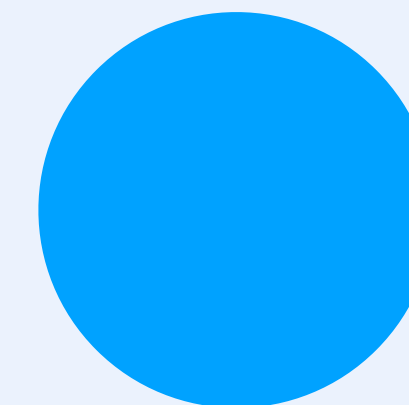
LEAD DEVELOPER



DEVELOPMENT TEAM



QA



@fixitinpost42

GETTING STUFF DONE

Gather Ideas

Analyze and Decide

Execute and Deliver

Evaluate

GATHERING IDEAS

ANALYZING AND DECIDE

EXECUTE AND DELIVER

EVALUATE

DISCUSSION

DISCUSSION QUESTIONS

Do you have product managers at Your
company?