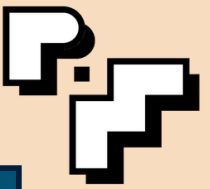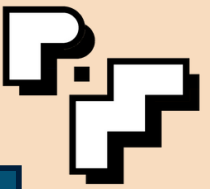# 7 TYPES OF
PRODUCT
MANAGERS

Technical Product Manager

These product managers have a strong technical background and expertise. **They work closely with engineering teams and are responsible for managing the development and implementation of technical products and features.**
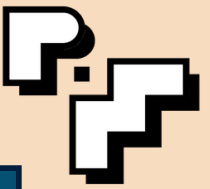
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Business/Product Strategy Manager

These product managers focus on high-level strategic decisions and market analysis. **They work closely with stakeholders, conduct market research, define product roadmaps, and make decisions based on business objectives and market trends.**
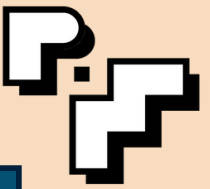
Growth/Product Marketing Manager

These product managers specialize in product marketing and growth strategies. They work on positioning, pricing, competitive analysis, marketing campaigns, and customer acquisition/retention strategies to drive product adoption and revenue growth.
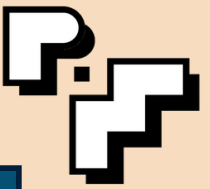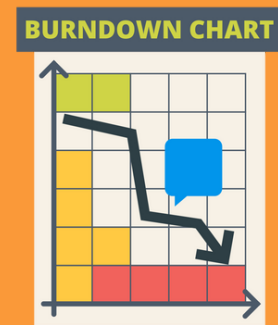
UX/UI Product Manager

These product managers have a strong understanding of user experience (UX) and user interface (UI) design principles. **They collaborate with design teams, conduct user research, and ensure that the product meets user needs and provides an intuitive and visually appealing user experience.**
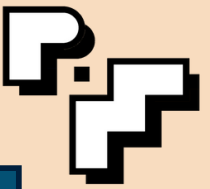
Data Product Manager

These product managers focus on leveraging data and analytics to drive product decisions. **They work closely with data teams, define data requirements, and ensure that the product collects, analyzes, and utilizes data effectively to improve user experience and make informed decisions.**
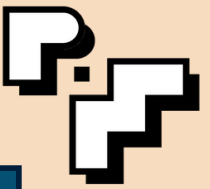
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BACKLOG

BURNDOWN CHART

Platform/Product Integration Manager

These product managers specialize in managing integrations between different products or platforms. **They work closely with engineering teams, external partners, and third-party APIs to ensure smooth integration and interoperability of the product.**
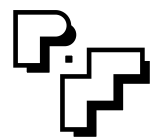
Consumer/Product Insights Manager

These product managers specialize in understanding consumer behavior and gathering insights to inform product decisions. **They conduct user research, analyze market trends, and use data-driven approaches to identify customer needs and preferences.**

>

WHICH ONE ARE YOU? OR ASPIRE TO BECOME?

FOLLOW US

IF YOU FOUND THIS CONTENT USEFUL!

PM SCHOOL