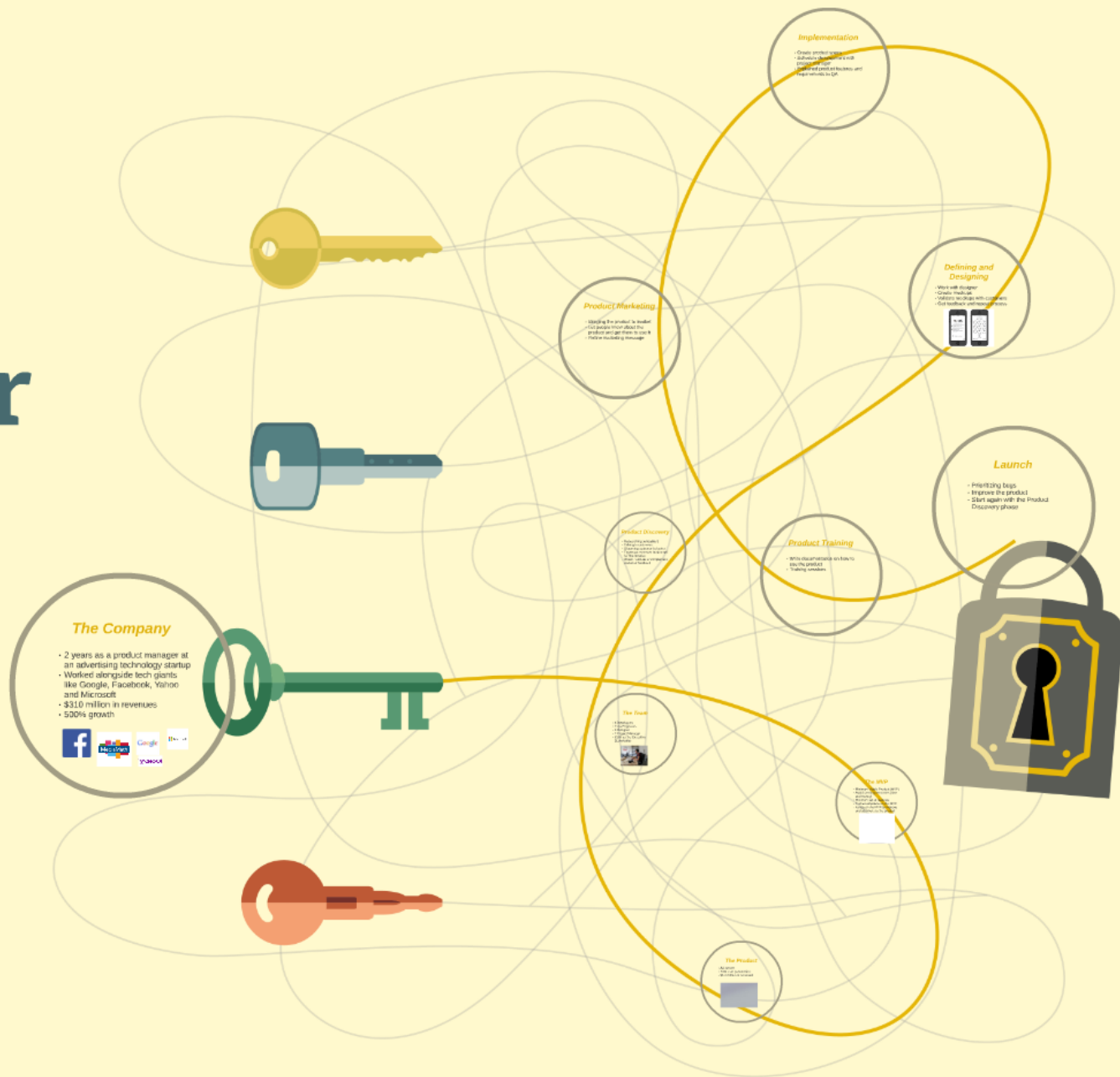
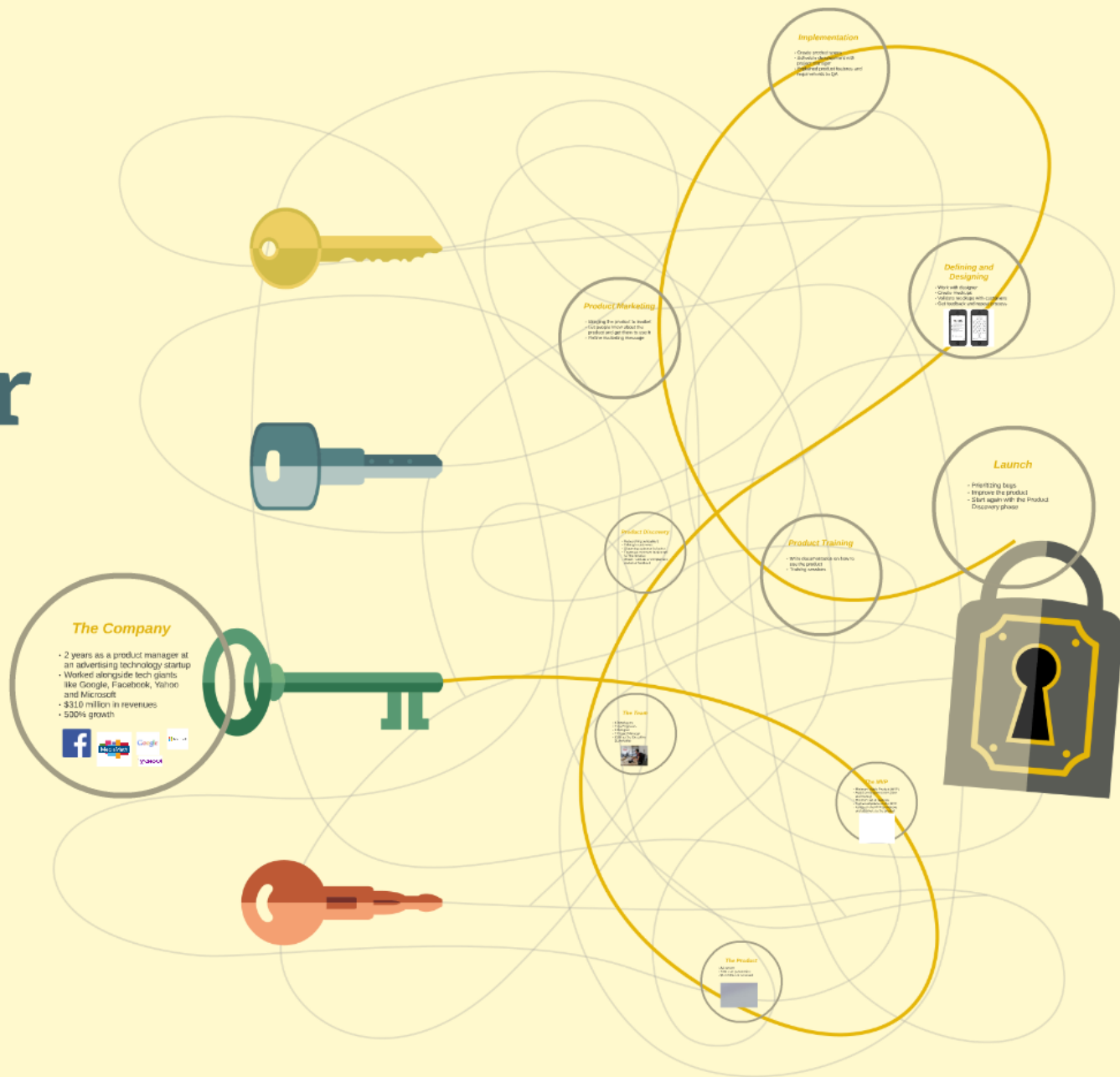


What I Did as a Product Manager



What I Did as a Product Manager



The Company

- 2 years as a product manager at an advertising technology startup
- Worked alongside tech giants like Google, Facebook, Yahoo and Microsoft
- \$310 million in revenues
- 500% growth



The Team

- 4 Developers
- 2 QA Engineers
- 1 Designer
- 1 Project Manager
- COO as the Executive Stakeholder



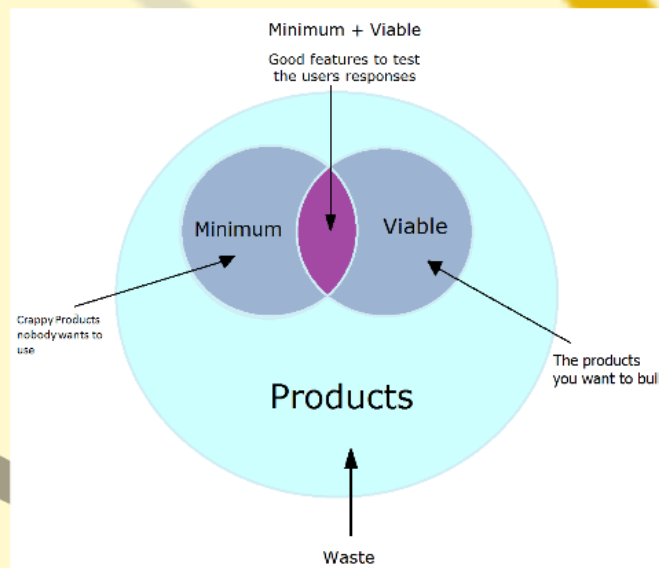
The Product

- Ad Server
- 20% user penetration
- \$1.6 million in revenues



The MVP

- Minimum Viable Product (MVP)
- Avoid wasting resources (time and money)
- Minimum set of features
- Test assumptions on the MVP
- Iterate on the MVP to improve and add more to the product



Product Discovery

- Researching competitors
- Talking to customers
- Observing customer behavior
- Figure out minimum feature set for first iteration
- Obtain, validate and implement customer feedback

Defining and Designing

- Work with designer
- Create mockups
- Validate mockups with customers
- Get feedback and repeat process



Implementation

- Create product specs
- Schedule development with project manager
- Explained product features and requirements to QA

Product Marketing

- Bringing the product to market
- Let people know about the product and get them to use it
- Refine marketing message



Product Training

- Write documentation on how to use the product
- Training sessions

Launch

- Prioritizing bugs
- Improve the product
- Start again with the Product Discovery phase

What I Did as a Product Manager

