

CAREER DEVELOPMENT



The 3 Roles of Product Management


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I've been struggling to keep my head above water. I have too many tasks on my plate and no guidance on how to execute on them. I'm terrified I'll be fired because I don't know what I should be doing.

anonymous poster on Reddit

47% of time spent
in unplanned
activity



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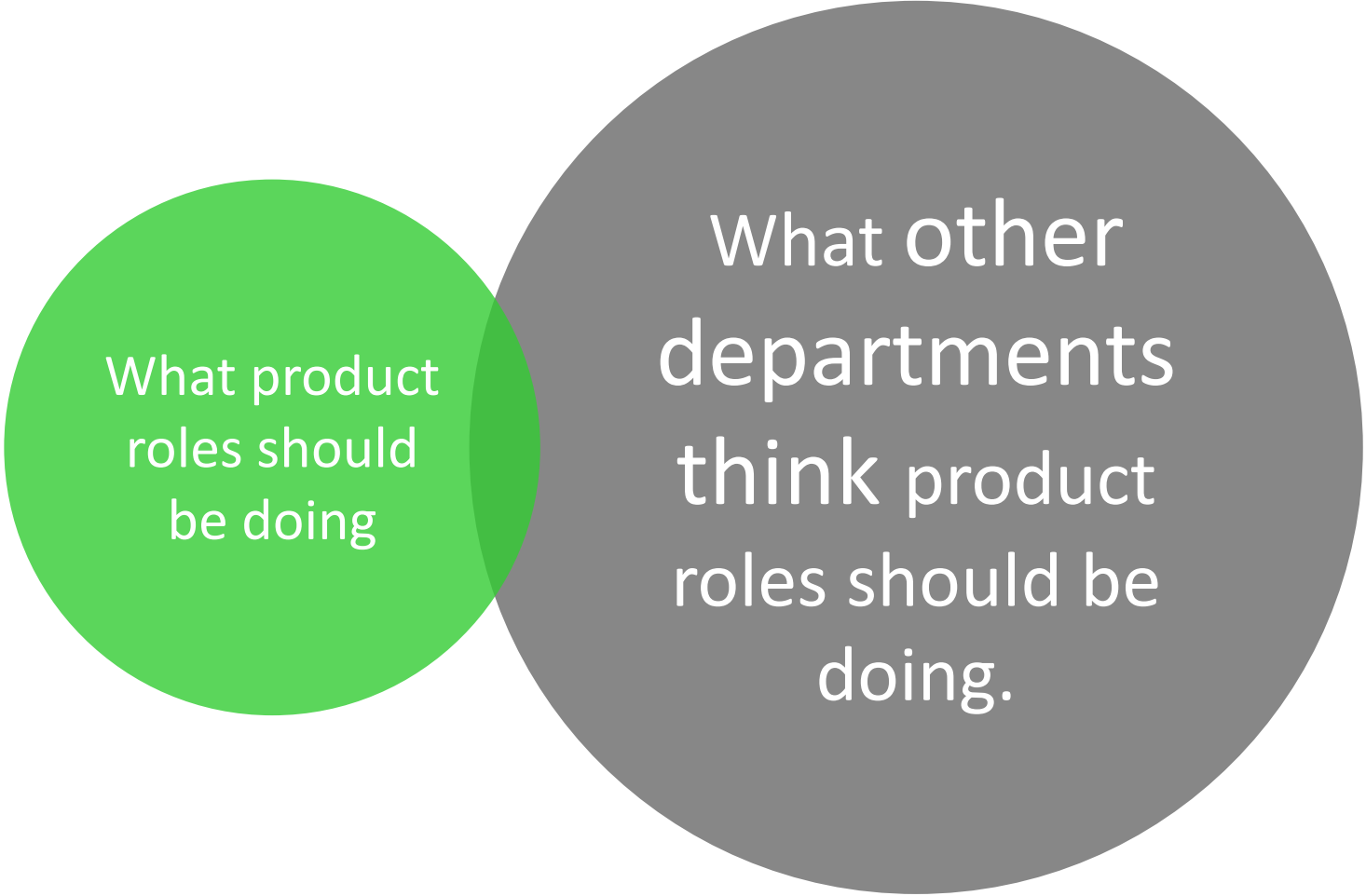




Only

21%

of organizations have clearly defined and understood product roles.



What product
roles should
be doing

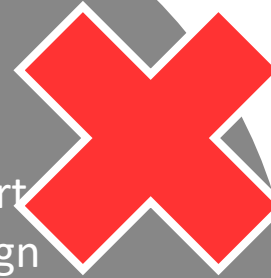
What other
departments
think product
roles should be
doing.

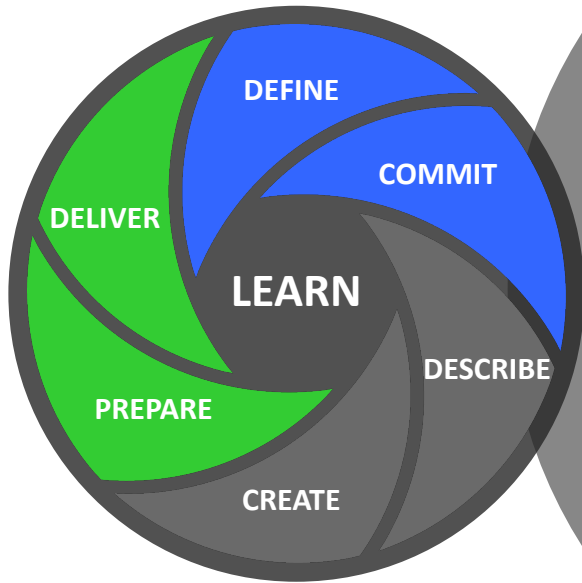
What product
roles should
be doing

“The glue”
“Go-to resource”
Subject matter expert
Prototyping and design
Project management
Quality assurance
Sales support
Product demos and RFPs
Customer support
What no one else wants to do

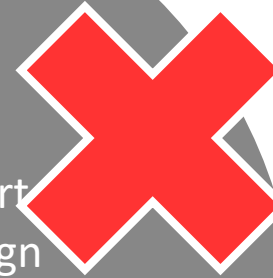
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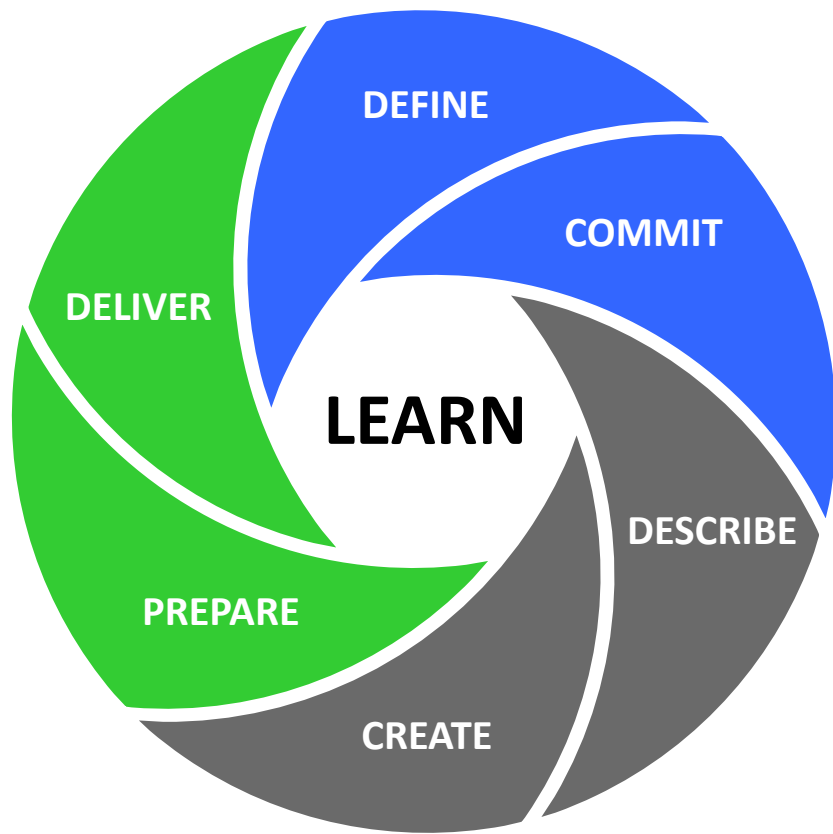
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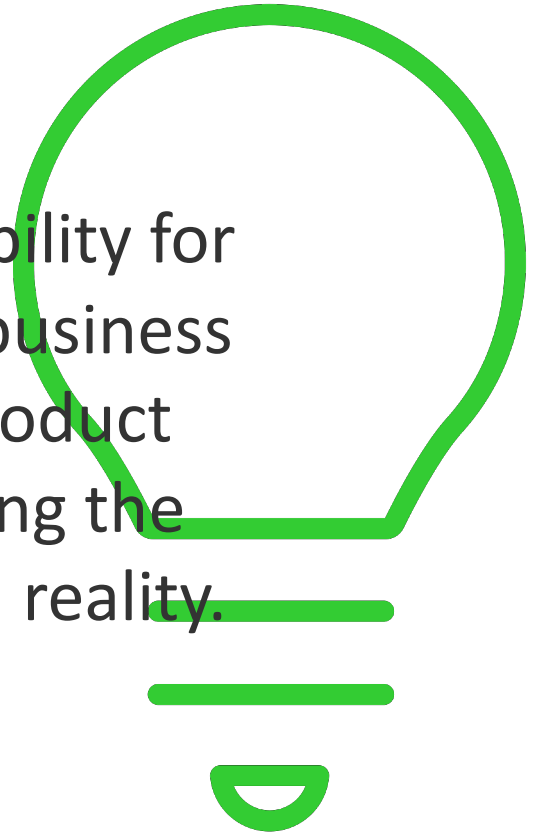
QUARTZ
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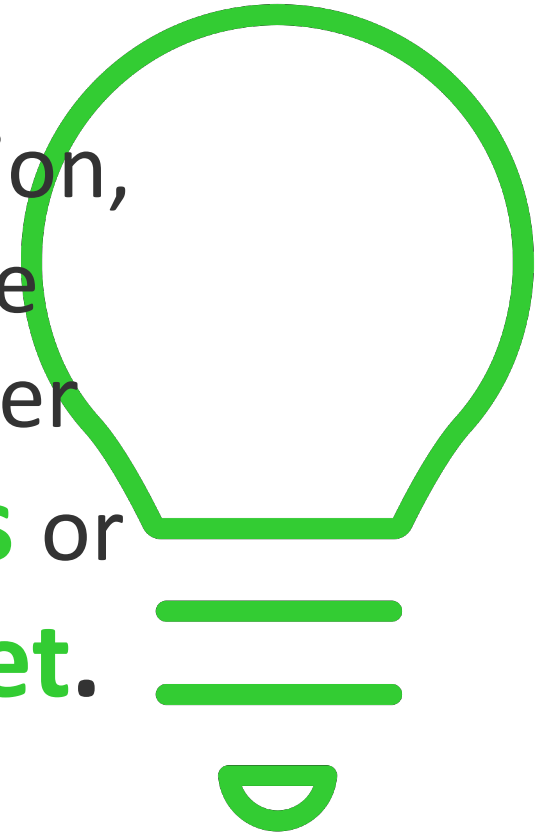


What is product management?

Product managers have responsibility for identifying customer needs and business objectives, articulating what product success looks like, and supporting the teams that turn that vision into a reality.



In a well-run organization,
each role has a single
orientation; they either
support customers or
support the market.



MARKET
PROBLEMS

Find and
socialize
problems

MARKET
SOLUTIONS

Design
innovative
solutions

CUSTOMER
ENGAGEMENT

Engage with
individual
customers

MARKET
PROBLEMS

MARKET
SOLUTIONS

CUSTOMER
ENGAGEMENT

Market facing
groups move **ALL**
customers
forward

MARKET
PROBLEMS

MARKET
SOLUTIONS

CUSTOMER
ENGAGEMENT

Customer groups
move **ONE**
customer
forward

MARKET PROBLEMS

Research
Analysis
Personas
Roadmaps
Epics

MARKET SOLUTIONS

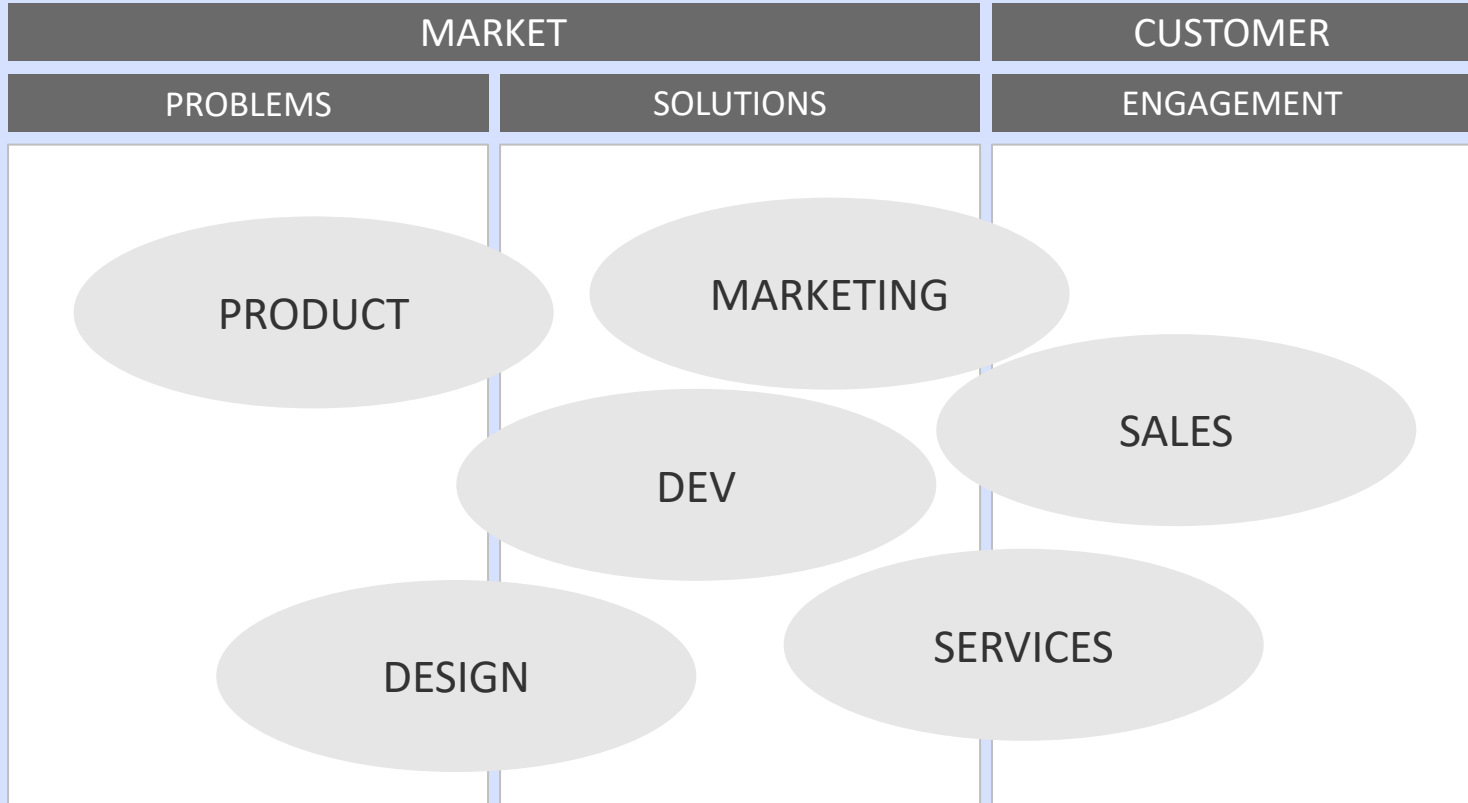
Design
Code
Content
Campaigns
Playbooks

CUSTOMER ENGAGEMENT

Presentations
Demos
Proposals
Contracts
Implementations

Role assignments

Identify which roles are responsible for problems, solutions, engagement for market and customer



Role assignments

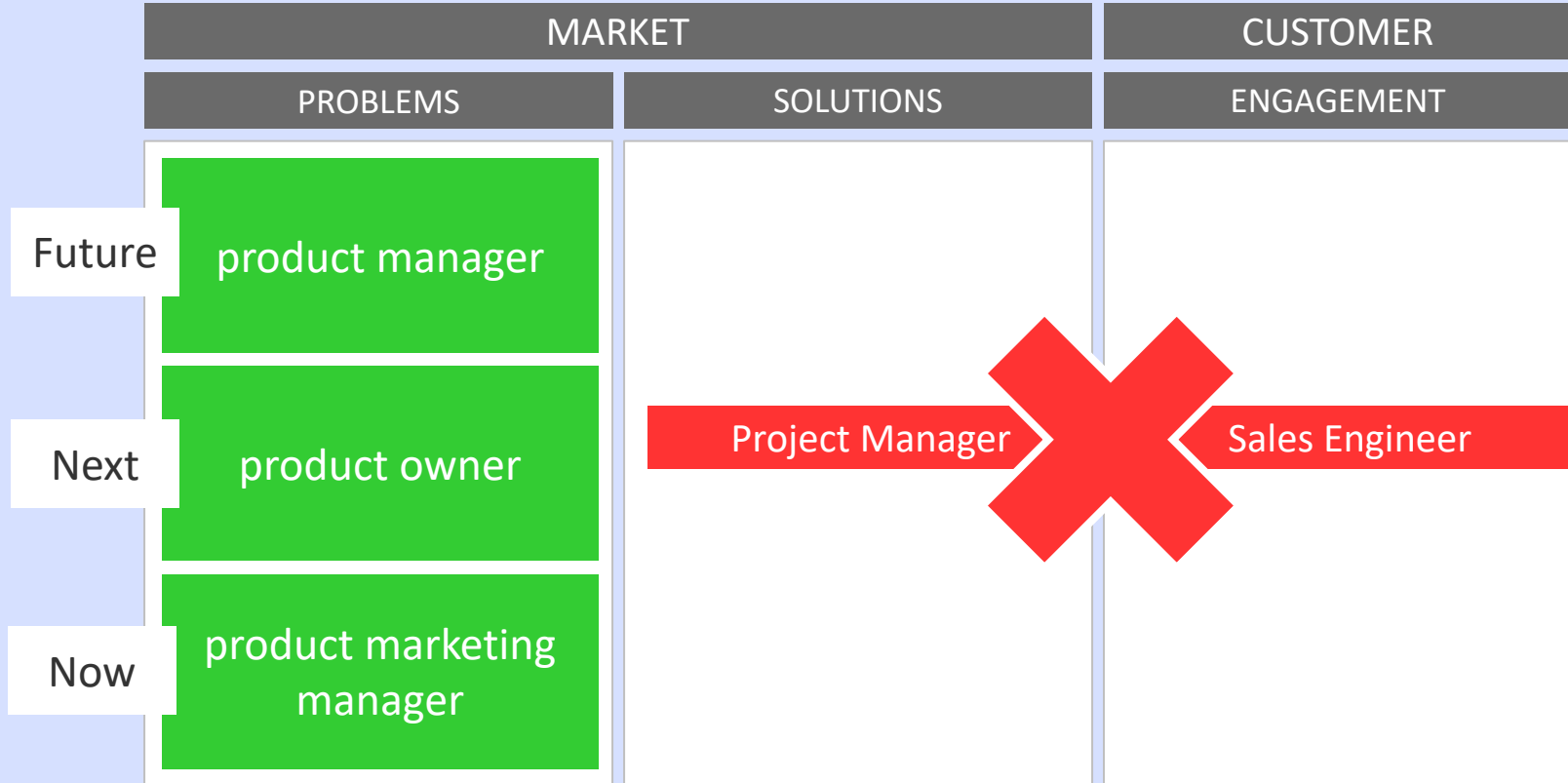
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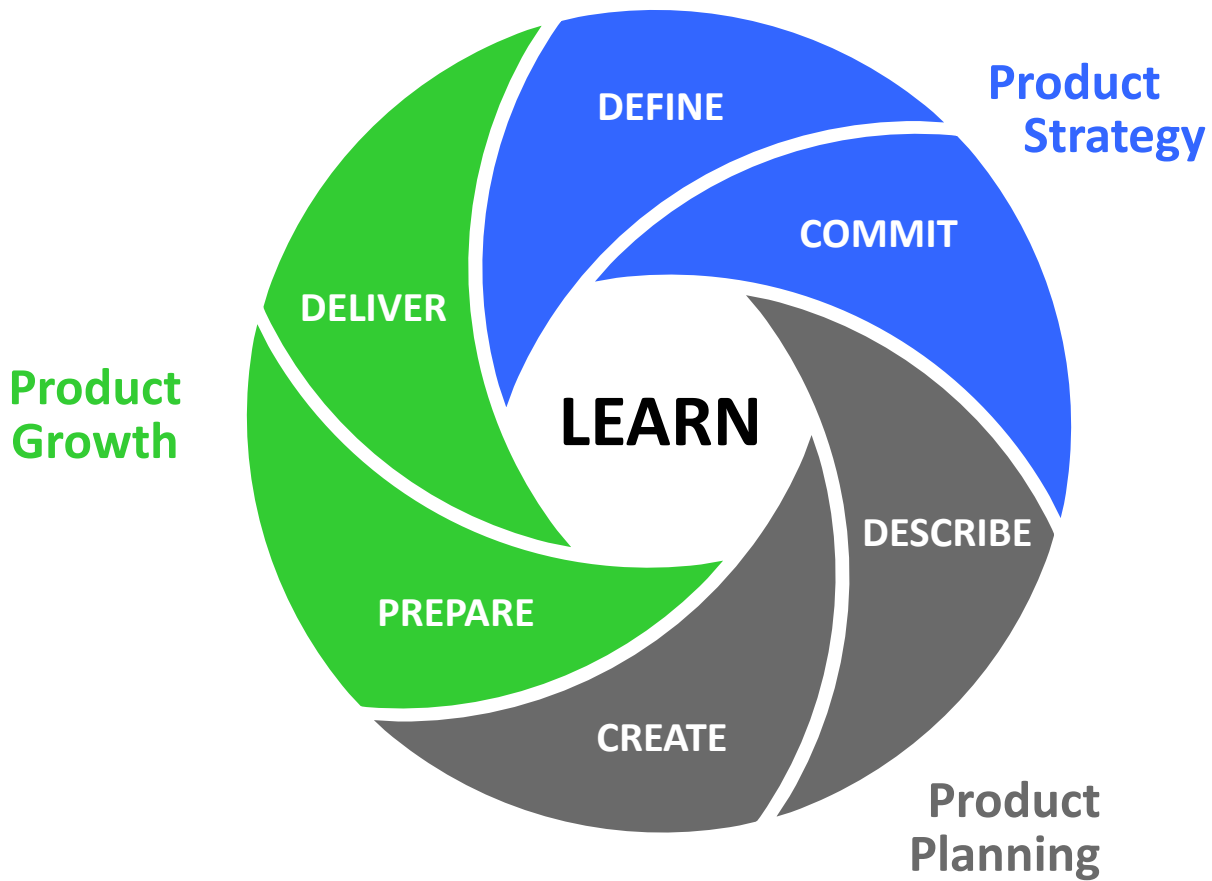
MARKET		CUSTOMER
PROBLEMS	SOLUTIONS	ENGAGEMENT
PRODUCT MANAGEMENT ----- PRODUCT MARKETING	DEVELOPMENT ----- MARKETING	SALES SUPPORT SERVICES SUCCESS



Role assignments

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SMILE

Operations





Product management guides
product success.

Our goal is to turn good ideas into successful products systematically.



Turn Ideas Into Products

The playbook that leads you step-by-step through problem discovery and market validation, agile business planning, and release and launch of technology products based on the Quartz Open Framework.

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Use discount code '2405'

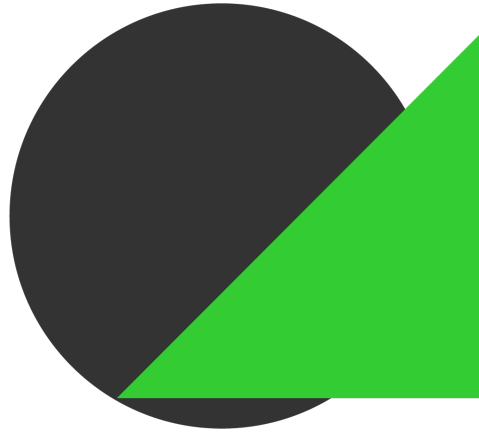
Turn Ideas Into Products



Managing Products using
the Quartz Open Framework

SECOND EDITION

Steve Johnson



Product
Growth
Leaders