

# PRODUCT MANAGEMENT

WHAT THE F@#&% IS THIS AND WHY DO WE NEED IT?

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WHO AM I?

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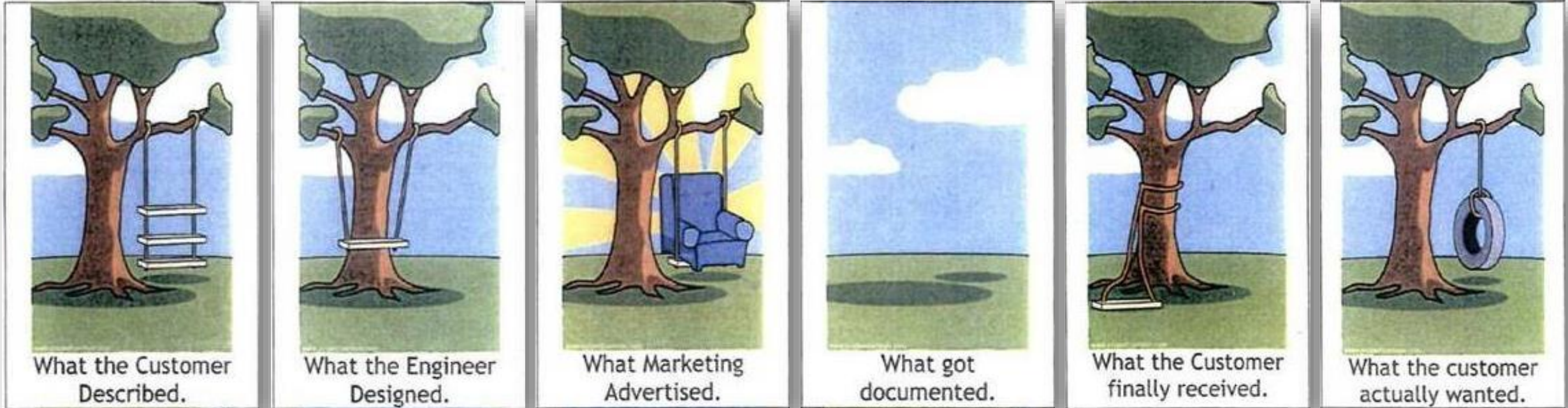
# AGENDA

What is Product Management?

Who is the Product Manager?

Why do we need it?

# WHY PRODUCT MANAGEMENT?



There is a gap!

We do not build the right products

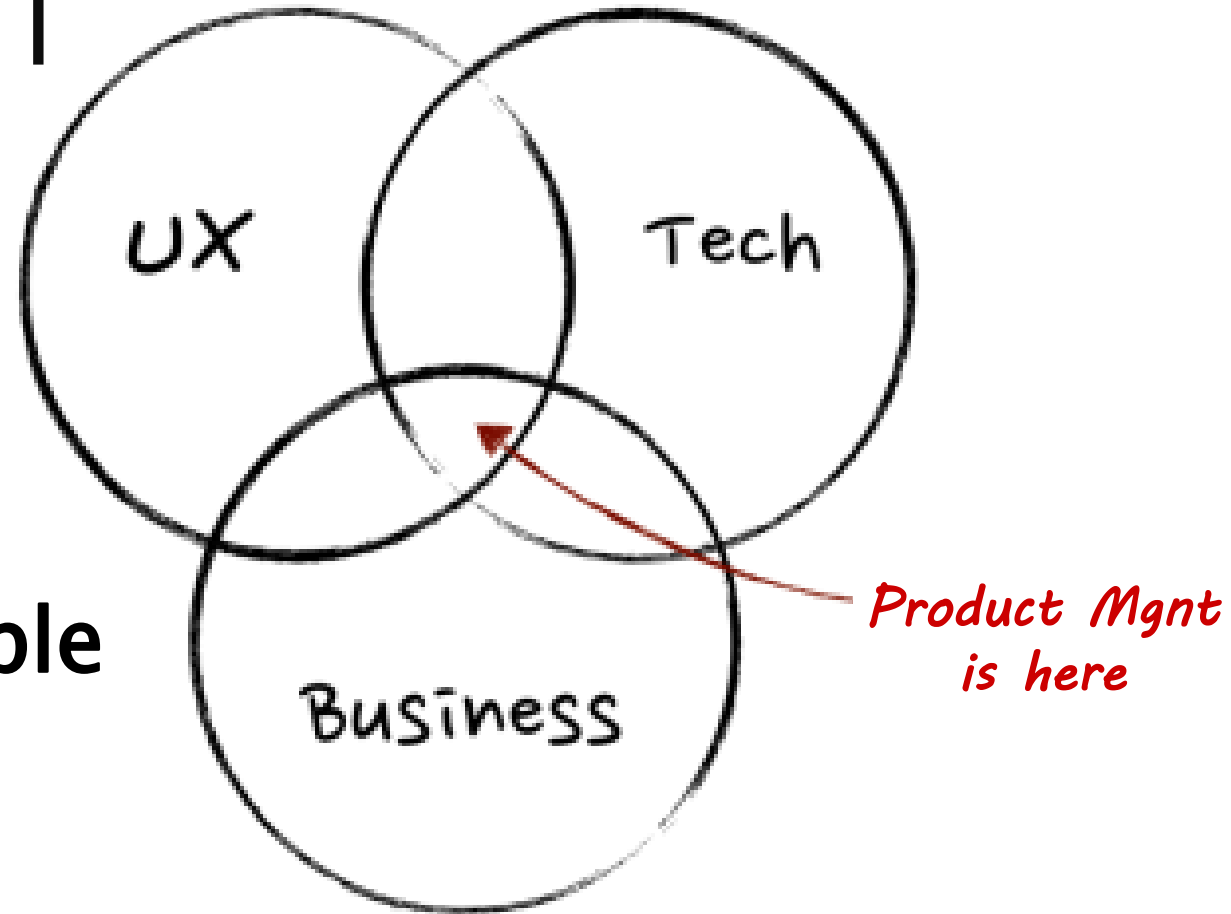
# GOAL OF PRODUCT MANAGEMENT

# Add Value

Deliver **business results** through product solutions that meet **customer needs** and align to the **company goals**

# WHERE IS PRODUCT MANAGEMENT?

Create products that are **valuable, usable and feasible**

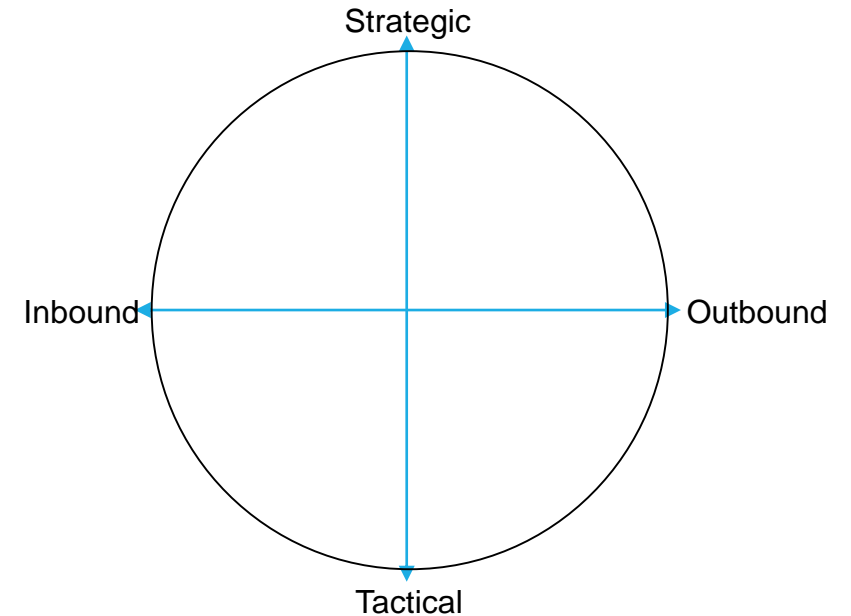


The Product Manager is **Accountable** to the product success

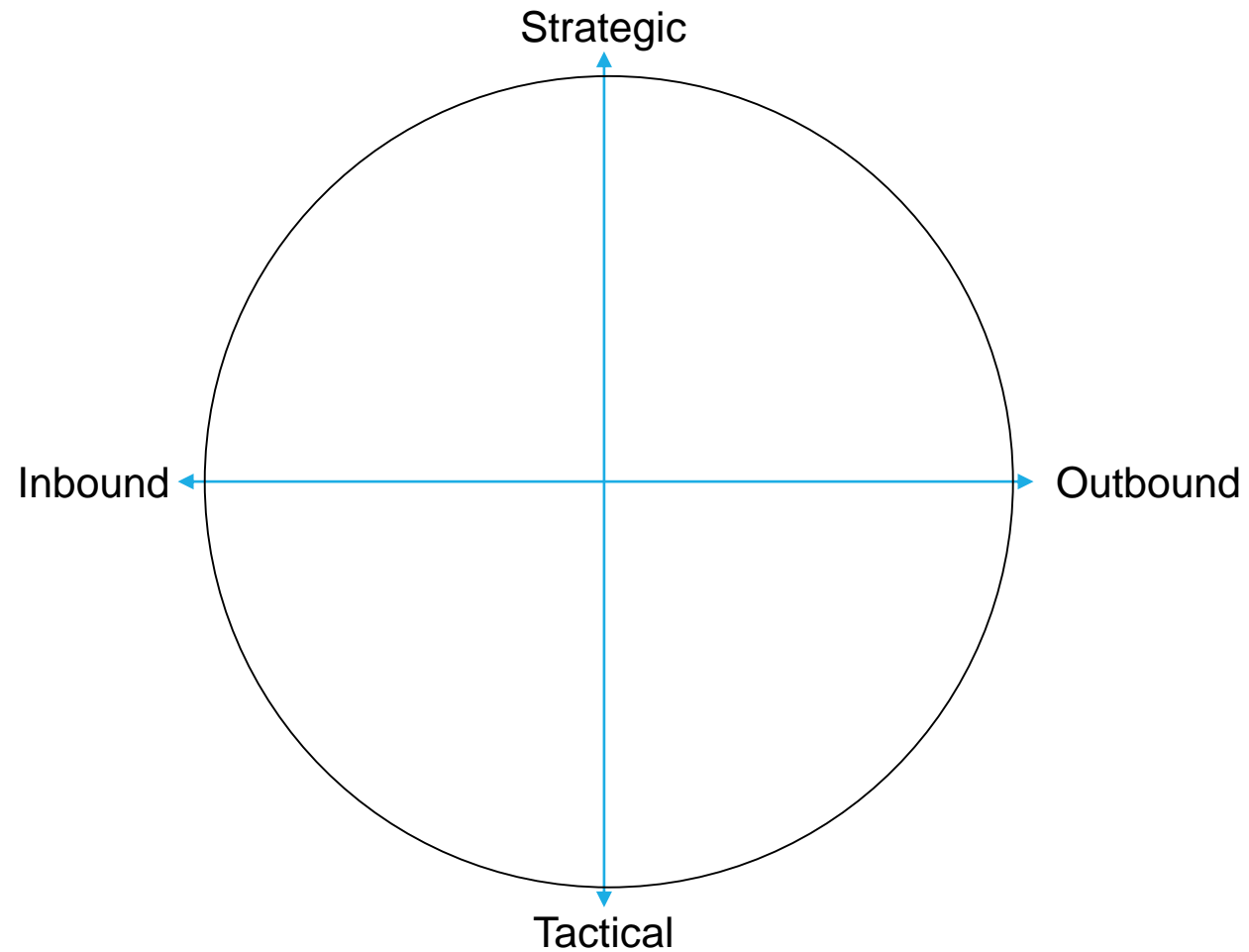
# WHO IS PRODUCT MANAGEMENT

Role: **Product Management**

- Title:
- Product Manager
  - Product Marketing
  - Technical Product Manager
  - Marketing Manager
  - Product Planning
  - Market Communications (marcom)
  - Product Strategist
  - Architect
  - Business Development
  - CEO

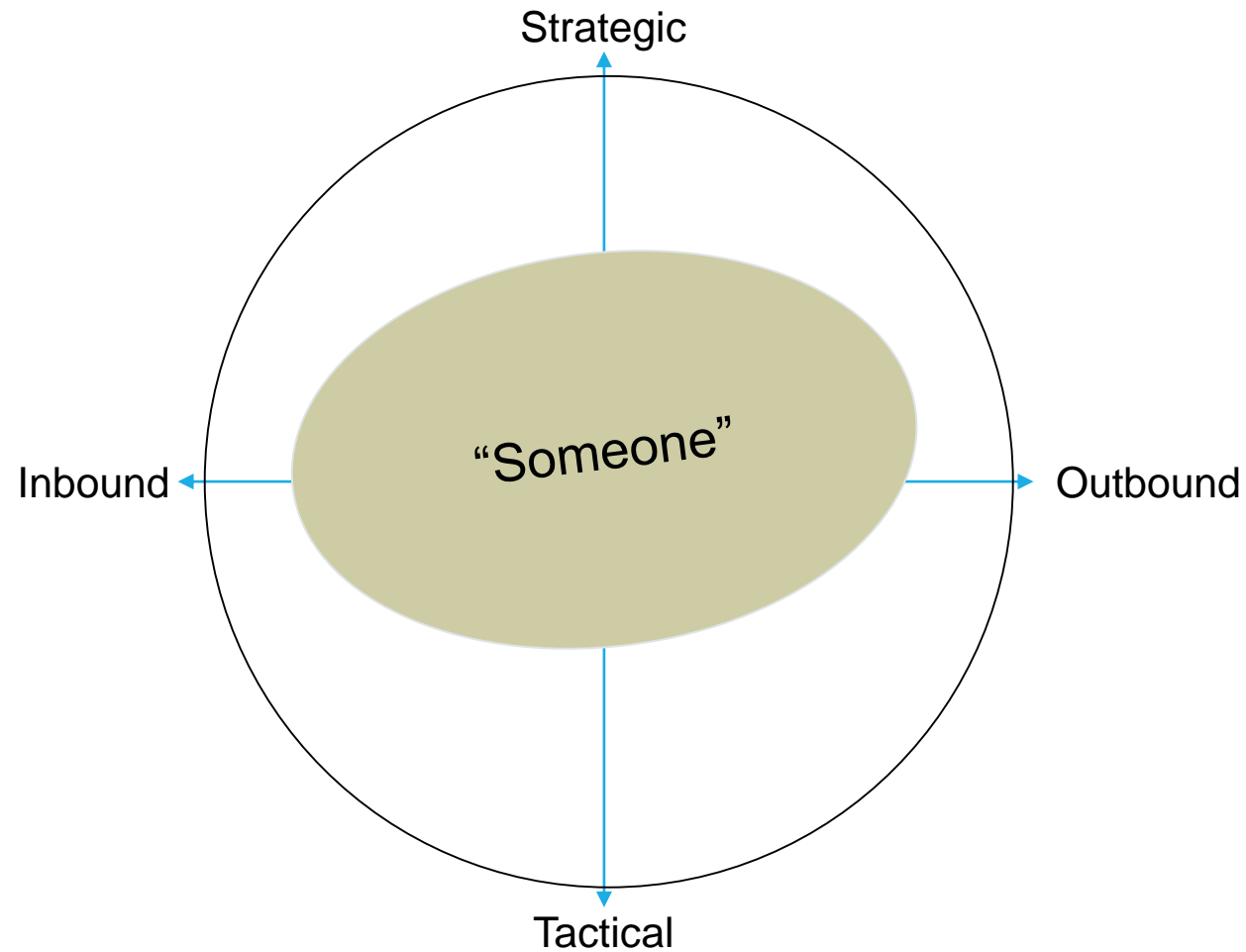


# PRODUCT MANAGEMENT / MARKETING

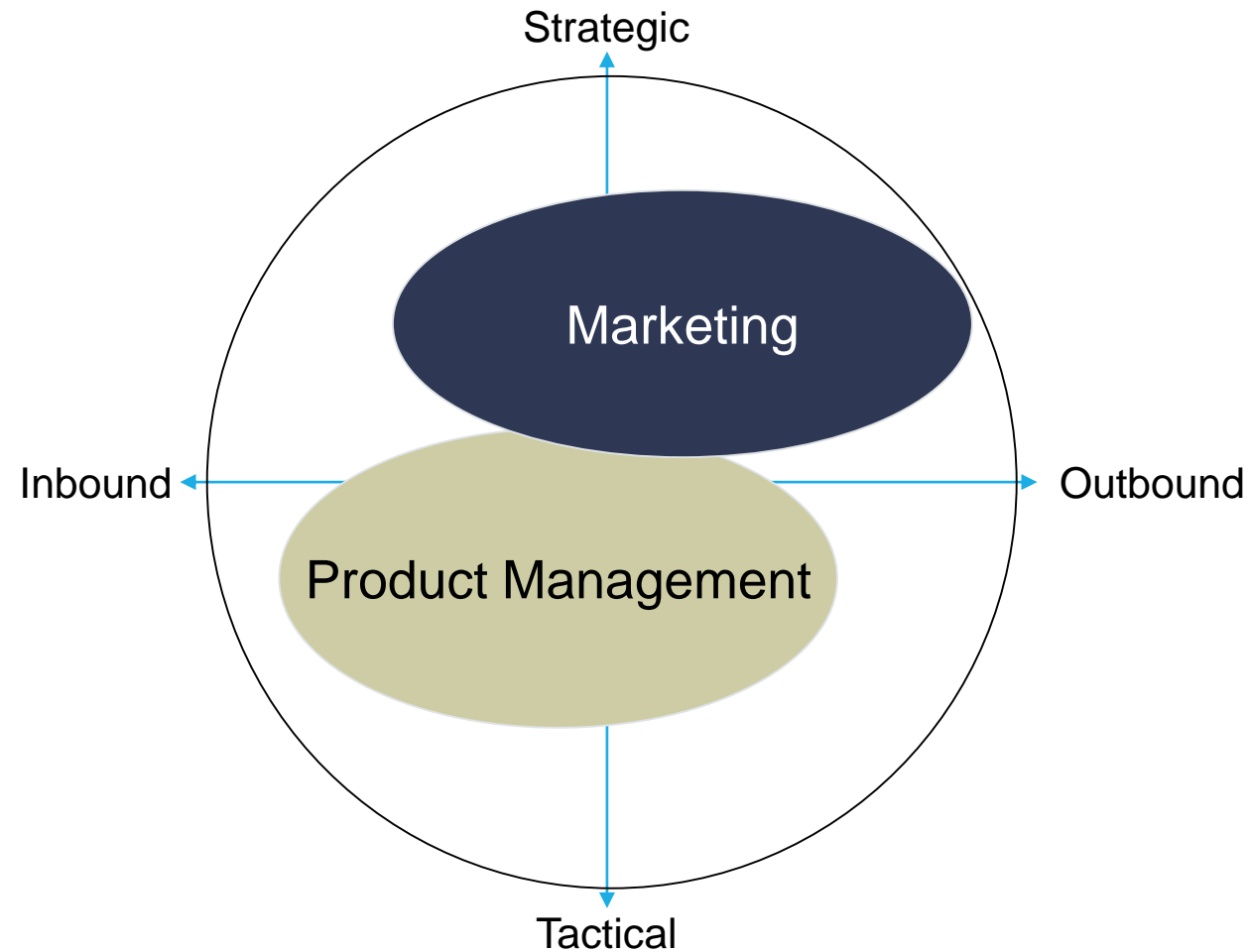




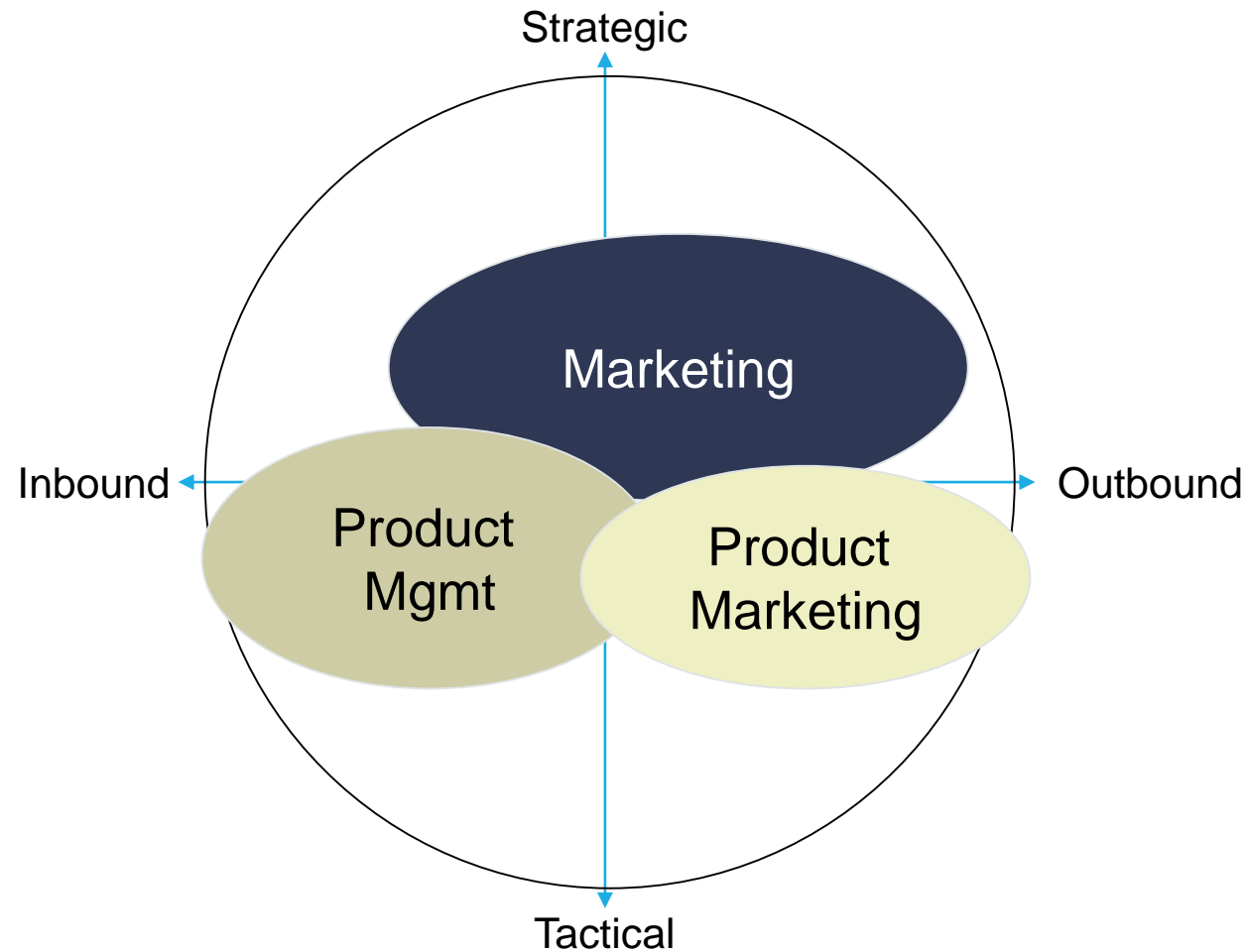
# PRODUCT MANAGEMENT / MARKETING



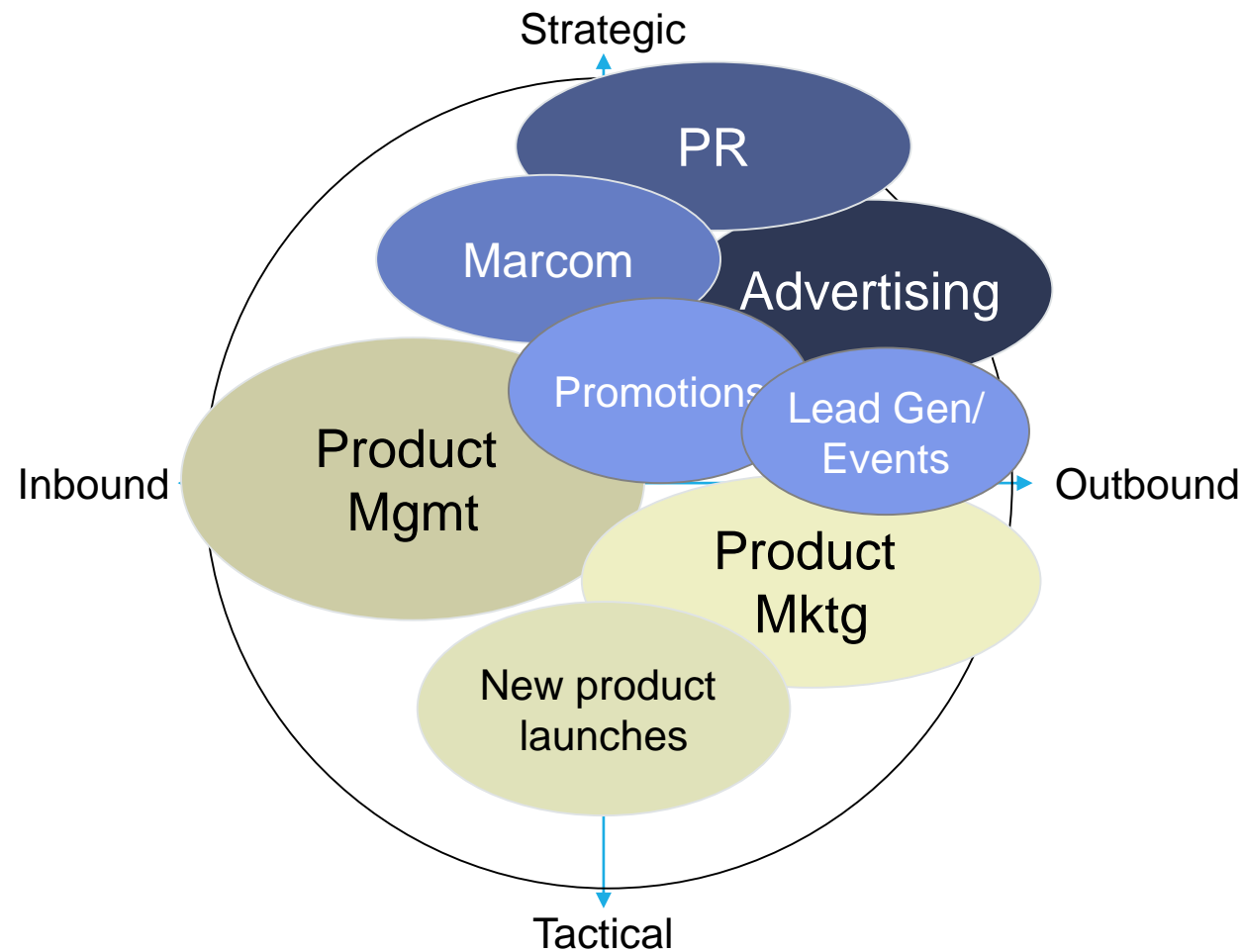
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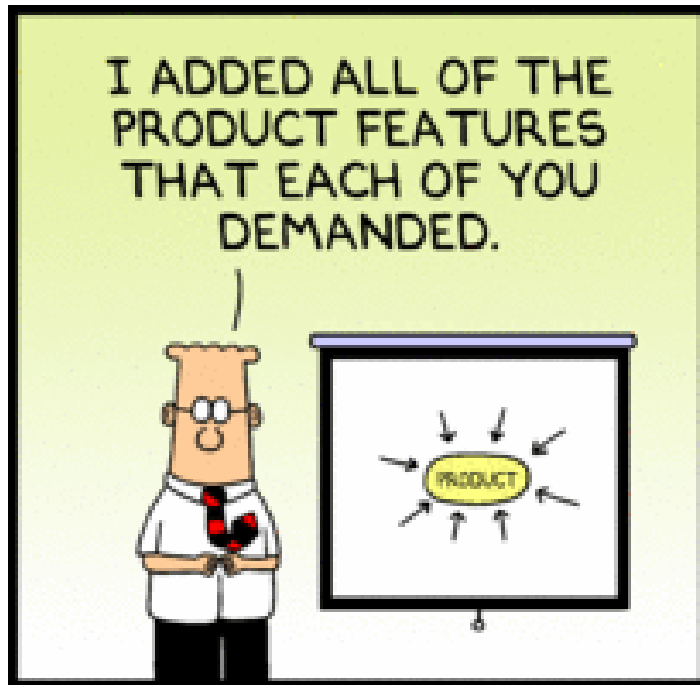


# PRODUCT MANAGEMENT / MARKETING



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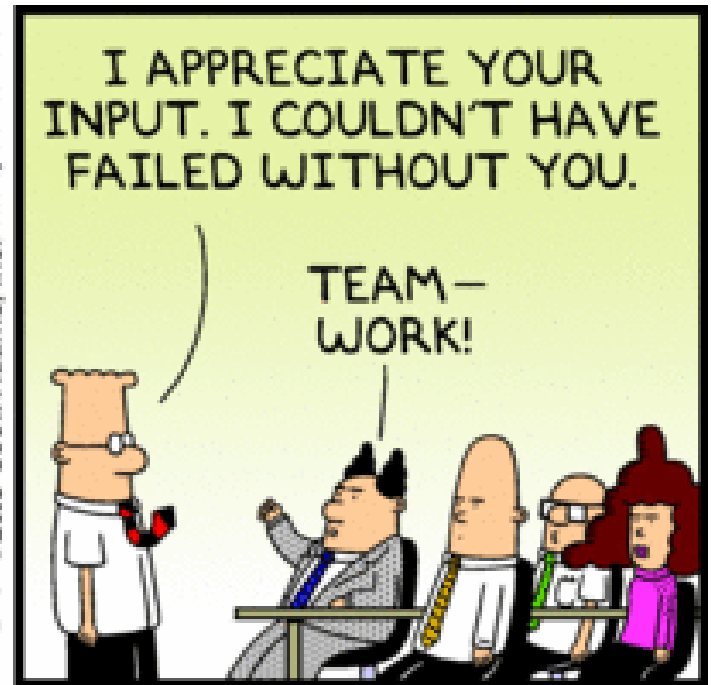




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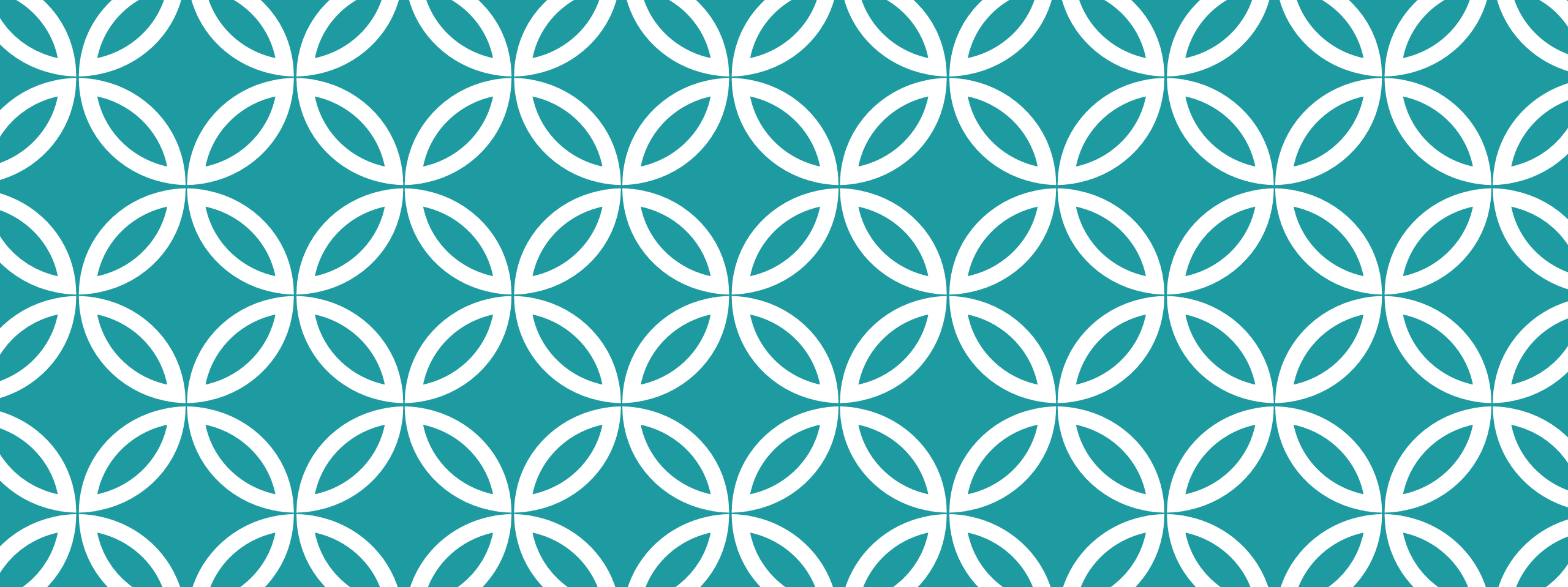
### The Product Manager will:

- Provide clear customer needs
- Provide market insights
- Prioritize the most important features
- Evaluate buy vs. build options
- Focus on MVP (Minimum Viable Product)

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**THANK YOU!**

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