



Silicon Valley Product Group

The New Definition of Product Management

Marty Cagan, Silicon Valley Product Group





Silicon Valley Product Group

About Us



Our Mission:

The Silicon Valley Product Group was created to share *senior level experience and best practices* with technology companies

Our Team:

- **Product Management**

- Marty Cagan



- **User Experience Design**

- Kyrie Robinson



- **Technology**

- Marty Abbott

- Chuck Geiger



- **Marketing**

- Martina Lauchengco





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The Problem

- Most product releases fail to meet their objectives





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The Cause

- The core reason for most failed releases is the product manager





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The Old Definitions of Product Management

Silicon Valley Secrets



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Three Common Models



- Marketing-driven Product
- Two People, One Role
- One Person, Two Roles



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Marketing-driven Product

- Product Marketing “Gathers” Requirements and Documents for Engineering



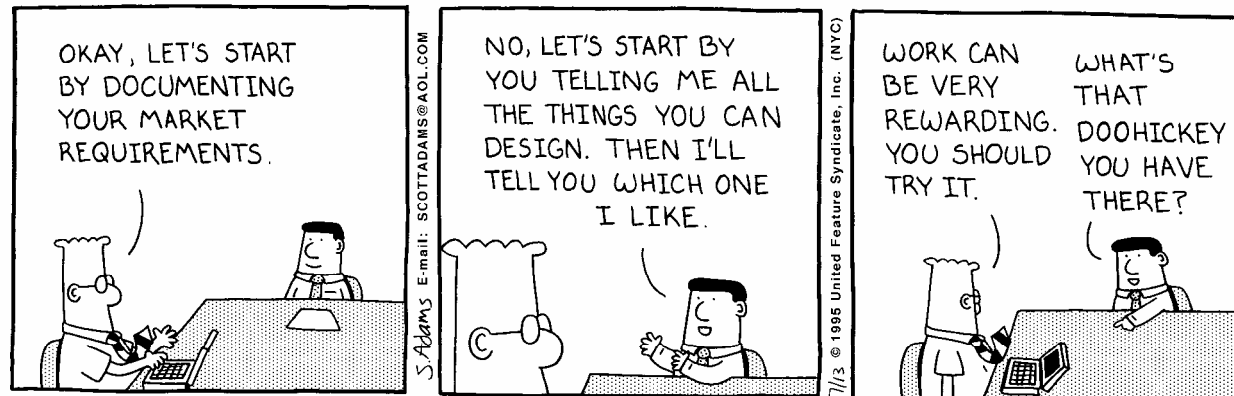
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Two People, One Role

- Product Marketing
 - High Level Business Requirements
- Product Manager
 - Detailed Product Requirements



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Two People, One Role (Agile)



- “Product Manager”
 - High Level Market Requirements
- Product Owner
 - Detailed Product Definition Decisions

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One Person, Two Roles

- Product Manager tries to cover both:
 - Product Management
 - Product Marketing





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Silicon Valley Secrets



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The Product Manager



- The product manager, more than any other role, is ultimately responsible for the product's success or failure.
 - *It doesn't matter how great the rest of the team is if they aren't given something worthwhile to build*



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The Product Manager



- The job of the product manager is to *discover* a product that is *useful*, *usable* and *feasible*



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The Product Manager



- The product manager must have:
 - knowledge of the user
 - knowledge of the domain and market
 - knowledge of the technology



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The Product Manager



- Traits

- Product Passion
- Smarts
- Customer empathy
- Hard-working
- Confidence
- Leadership
- Great communication skills
- Integrity
- Unstoppable



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Product Marketing

Roles and Responsibilities



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Product Marketing



- Responsibilities include:
 - Messaging and positioning
 - Pricing and promotions
 - Online marketing and customer acquisition
 - Influencer marketing
 - Sales tools and educating the channel



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Project Management



- Responsibilities include:
 - Coordinating the resources on the team
 - Planning and scheduling
 - Project tracking and reporting



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Summary



- Remember:
 - It doesn't matter how great you're the rest of your organization is if you don't give the engineers something *useful, usable* and *feasible* to build

Your job is to discover that product



Clison Valley Product Centre