

Product Managers are responsible for a product throughout its lifecycle. This entails identifying customer needs and market trends, developing roadmaps, facilitating product build, and supporting multiple stakeholders. Duties include developing a product vision and ensuring that the product supports company strategy, as well as analyzing and developing product-related requirements and timelines. They collaborate with various departments to increase brand value and bring data-driven insights to support successful product strategy.

Example positions

Product Owner, Technical Product Manager, Product Lead, Category Manager

COMPETENCIES

Communicating - They provide the information required by others in a concise, direct, and unambiguous way. They perceive how the message affects the receiver and strive to ensure that the receiver clearly understands the specifics and function of the message.

Planning and Priority Setting - They identify priorities and develop detailed action plans that include objectives, accountabilities, time frames, standards, review stages, and contingencies.

Information Seeking - Product Managers are driven by an underlying curiosity and desire to know more about things, people, or issues. This involves going beyond routine questions and includes digging or pressing for exact information, resolving discrepancies by asking a series of questions, or conducting less-focused environmental scanning for opportunities or miscellaneous information that may be used in the future.

Collaboration and Teamwork - They work interdependently and collaboratively with others to achieve mutual goals. They subordinate individual aims in the interest of working with others in a way that promotes and encourages each person's contributions toward achieving optimal outcomes.

Business Acumen - They make sound business decisions based on a strong understanding of the company's business model, strategic goals, and relevant policies, as well as best practices and current technologies in their own discipline or functional area.

Quality Focus - Product Managers ensure that all work in their own business area, throughout the organization, by vendors, suppliers, etc. is performed with excellence and to high standards for quality and integrity.

Adaptability - They are able and willing to shift course when external influences affect an initial plan, condition, or situation. They are willing to change their own ideas or perceptions on the basis of new information or evidence and they are able to alter standard procedures when necessary and juggle multiple demands as required.

Driving Results - They motivate individuals to achieve and exceed goals by establishing accountabilities, clarifying performance expectations, agreeing to high standards and measures, monitoring and reviewing performance, and providing timely and relevant feedback.

Conflict Management - Product Managers address problems openly and objectively and bring substantial conflicts and disagreements into the open with the intention of resolving issues in an unemotional and constructive manner.

Representative behaviors

- Readily shares information with the appropriate people in a timely manner
- Takes action to ensure efficient and proper use of resources based on budget data
- Thinks through what is needed to meet goals in terms of people and time frames
- Demonstrates great attention to detail
- Gathers all information needed to make informed recommendations
- Drives the execution of business plans
- Seeks to collaborate with others across different areas of the company
- Handles unexpected questions and attitudes with calmness and flexibility



JOB MODEL

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