The Strategic Role of Software Product Management: Technology as a Business, Not a Hobby

Description: Product managers are plagued by lots of work, but little focus in what they accomplish.

Surveys indicate that most product managers spend over 80% of their time in tactical work that, while urgent, has little or no strategic impact. Yet when their senior managers are surveyed, their expectations for product managers emphasize strategic product direction, not tactical work.

What should top management in a software company expect from product management? In fact, what strategic value does product management bring to a technology company? Or does it seem like product management and marketing spend all of their time on tactical activities?

This highly-rated session reveals the strategic role of product management in technology companies. You'll learn:

- Why it pays for software companies to be market-driven
- What role product management plays in a strategic company
- How the role of product management differs from product marketing (and who should do what)
- How senior management can support and manage the marketing staff
- How to transform reactive product managers into strategic thinkers

The seminar is based on the best-selling "Practical Software Product Management" course offered by Pragmatic Marketing in public settings around the country. Pragmatic's product model is introduced, showing both strategic and tactical activities necessary to deliver successful products to the marketplace.

The topic of accountability and credibility is discussed along with the value that Product Managers bring to the corporation. Finally, motivating compensation and bonus structures are discussed, including why they work.


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