

Product Management

For Product and Business Success

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Product Management

Product Management is a critical business-focused function centered on driving product and business success. It provides the leadership needed to deliver successful, market-driven products.

Product Management A business function driven by *product strategy, market success, and sustainable profit*. It is accountable for what products, services, and financial returns are needed to meet the company's business objectives.

Product Manager A micro-CEO or product GM. This person is responsible for all aspects of a product's success as a CEO is responsible for business success of the company.

Strategic Questions Addressed

- **Who** will be the target customers (market segments that will drive revenue)?
- **What** is the market problem (customer pain points to be addressed)?
- **Which** products to build (current and next generation products that will be offered)?
- **How** will the products be packaged, priced, and sold (go-to-market strategy to be used)?
- **Why** will customers prefer our products (positioning or distinctive attributes and value to be provided)?

Product Management Areas of Responsibility

- **Business Leader** of products to grow revenue and maximize return on R&D investments
- **Messenger-Liaison** between market and company
- **Authority** on what drives value and what goes into the product
- **Optimizer** who aligns all business departments and processes with business objectives
- **Matchmaker** of technology and business needs with market demand
- **Manager** for entire product life cycle from strategic planning to tactical activities.

Product Management Deliverables



- **Market Analysis** – Market Research, Competitive Analysis, Market Problems
- **Quantitative Analysis** – ROI/NPV Analysis, Market Sizing, Win/Loss Analysis
- **Product Strategy and Planning** – Business Case, Pricing, Roadmap, Positioning, Product Requirements Document (PRD)
- **Go-to-market Strategy, Planning, and Execution** – Marketing Plan, Sales Process
- **Sales & Channel Enablement** – Demos, Collateral, Training

Integrating Product Management into an Organization

Product Management is most effective when it is on par with other company functions like Sales, Marketing, Engineering, and Finance. This means that if these other functions are reporting to the CEO, so should Product Management.

If Product Management reports under another function, not only will it have to fight for attention amongst the other roles within that function, but it will also have less influence across the organization. Product Management becomes a supporting role and a source of deliverables for the function to which it reports.

Organizations must have strong Product Management leadership in place to ensure product and business success.

Benefits of Product Management

- The **right product** is brought to the right market at the right price
- **Prioritized features** that provide the best ROI and reduce development waste
- Improved **customer satisfaction** and value
- **Lowered cost** and increased unit sales and revenue, which leads to increased profit
- **Optimized business priorities** and revenue
- **Increased inter-departmental communication**

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Catalyst for Product and Business Success

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