Product Manager 2.0 : Ownership and Beyond

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The Context

- Product Manager ~= Product Owner

- Products of Clients rather than Ours

- Examples:

  - DealDey

  - Disney Muppets

  - Disney Holiday Greetings

Product Owner

- Responsible for maximizing the value of the work that the Team does

- Owns the vision and overall goals

- Owns the prioritized list of what needs to be produced to achieve maximum value and ROI (the Product Backlog)

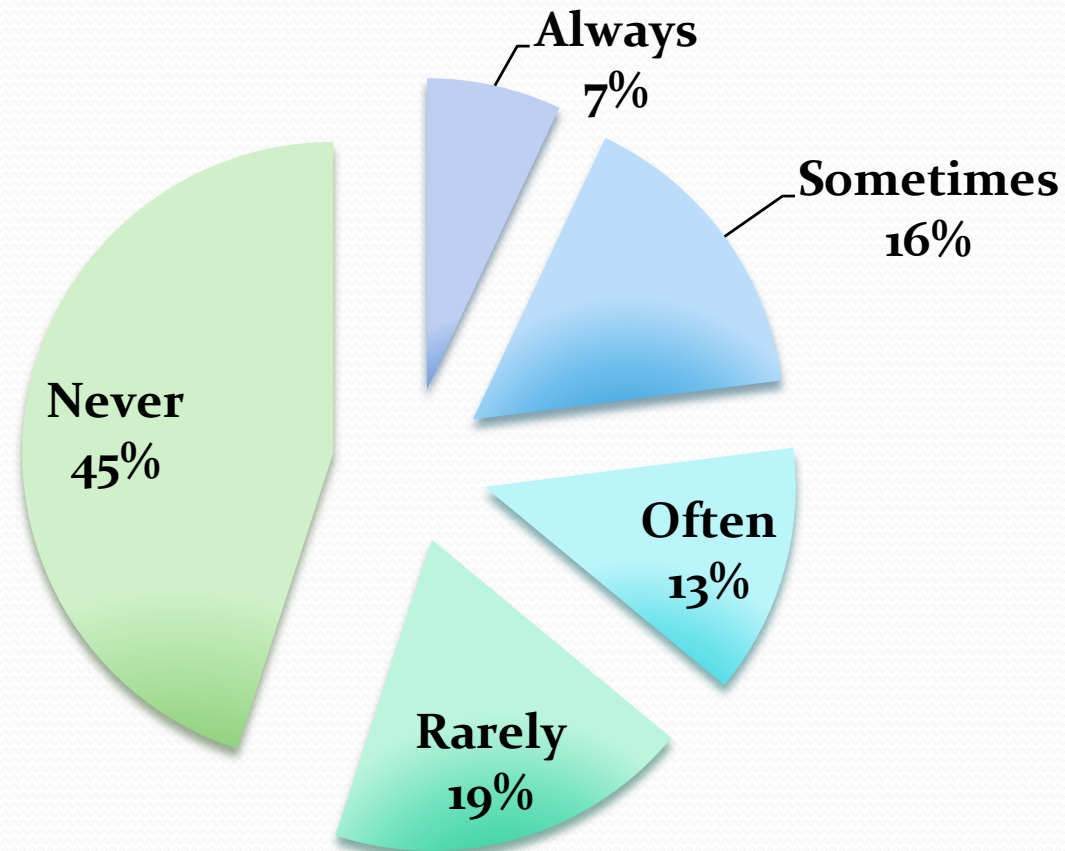- Decides when product is ready to ship

Product Owner

Says NO to Features

Usage of Features

Always
7%

Sometimes
16%

Never
45%

Often
13%

Rarely
19%

Takes input from TEAM

Creates for OWNSELF

DEFENDS the Product

Is the SCRUM-MASTER!!!

Results

- DealDey
  - Forbes.com
  - TechCrunch
  - CNN.com
- Disney Muppets
  - *New and Noteworthy* on App Store
  - *What's Hot* on App Store

Questions?

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