

Product Management

- The four primary responsibilities of product management .
 1. Deeply understand customers and their job to be done
 2. Identify new product opportunities
 3. Define what to build
 - Technically feasible
 - Valuable to the customer
 - Easy to use
 4. Manage product development.

Product Management requires knowledge of multiple disciplines



Product Management Stories



Charunethran Govindarajan

Product Manager/Software Architect at Intel Corporation

Current

1. [Intel Corporation](#)

Previous

1. [Stanford University](#),
2. [Intel Corporation](#),
3. [IIT Madras](#)

Education

1. [Stanford University](#)

“Saw opportunity in IoT Healthcare space.”

The Customer job to be Done:

“Amgen, a pharma company, talked about the transportation of their products. They need precise temperature control during shipment, or products must be thrown out.

Intel can provide real time tracking temperature data on their shipping.”

“Pitch to Intel businesses ,” “Will help sell chips.”

“Biggest weapon in your control is data “

“You Need to zoom in and zoom off very often, 40% big picture and 60% nitty details.”

“Communication is extremely important.”

“Need to explain to the dev teams about the requirements, want no more no less.”

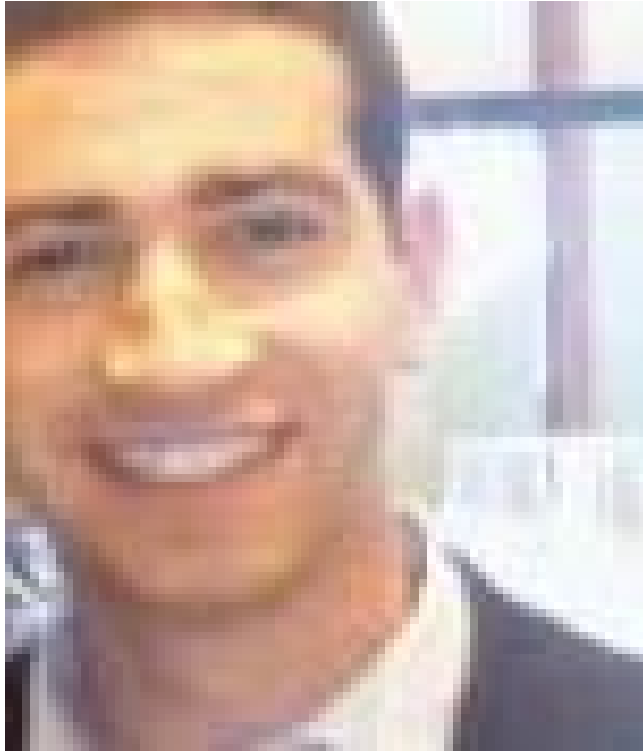


Kristin George

[VP of Product](#)
[TuneIn](#)

[Cornell University](#)
B.S., [Engineering](#)
M.Eng, [Engineering](#)

- **“Three Product Management skill sets”**
- **“GM/OPS”**
 - “Analytic make it happen, drive the process”
- **“Design ”**
 - Creative front end focus
 - “Someone who wants to listen to others”
 - “Asks questions: “What do people listen to?””
- **“Tech/Systems”**
 - “Designs the platform.”
 - “Customer is internal. Builds on set of requested activities”
 - “Technically creative”



Naor Brown

Product | Strategy | Data Science | R&D

[San Francisco Bay Area](#)

[Computer Software](#)

[Current](#)

[Apple](#)

[Previous](#)

[Metabiota,](#)

[Leap Motion,](#)

[Skillz Inc.](#)

[Education](#)

[Harvard University](#)

“Students need to learn product success leverage is not in engineering”

“An POA and MRD are not telling you what to build
They tell you what the customer wants”

“Stresses early user engagement A/B testing of MVP definition”

Ed McCracken

Experience

[CEO](#)
[Silicon Graphics](#)

[Division Manager](#)
[Hewlett-Packard](#)



- “Every engineer is better off having Product Management skills”
- “PM teaches what engineers are weak at”
- “PM is a rare skill, nobody is doing it”
- “Transformational mindset”
- “Think about the economic value to you of understanding and applying PM”
- “Companies want evangelists and experimenters”



Ben Horowitz

Andreessen Horowitz

Hewlett Packard

Opsware

Netscape

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- “We want the CEO to have these PM skills, all these skills”