

Product Manager Personas - how do you see your role?

- Product manager personas help you think about the behaviour you need to exhibit to be successful
- What's needed at any point in time will depend on the nature of your role, product lifecycle stage and business context
- Which personas do you think you are? Which would your boss say you are? And which would they prefer?

World class product management

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product

focus



Troubleshooter

Sorts out product problems, resolves customer issues and fixes broken processes



Expert collaborator

Pulls together everyone's views and builds consensus



Product advocate

Champions and promotes the product inside and outside the company



Owner of the numbers

Has the definitive view of key metrics for the product such as revenue and customer numbers



Voice of the market

Understands what the market wants and a focal point for this within the business



Subject matter expert

Knows their product and domain inside out (or knows where to go to get the answers)



Reliable project manager

Delivers what they say they will deliver (on time and to budget)



Customer experience guru

The expert on customer and user experience for the product



Master facilitator

A conductor leading and facilitating others to work seamlessly together for the product



Big data analyst

Delves into the data to get insights and ideas for the product



Creator

Comes up with new product ideas, propositions and uses for the product



Expert compromiser

Takes a view on what's best for the product by balancing all the commercial, technical, operational and strategic issues