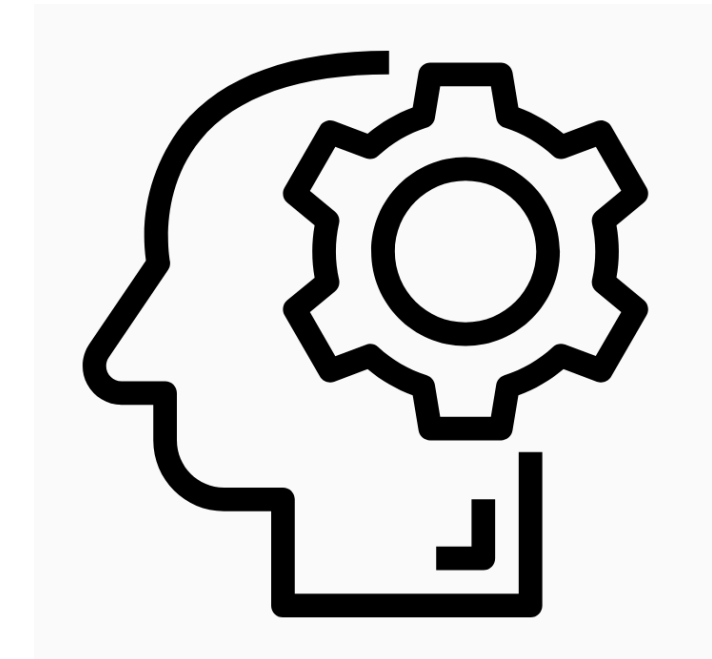# Product Management
From IPD to Product Manager

Jono Sanders, Oct 8, 2020

My background

- ME for Consumer Electronics (6 years)

- IPD Graduate - 2017

- Exyn Technologies (2017 - 2018)

- Brain Corporation (2018)

- Performance Designed Products (2018 - 2020)

Styles of Product Managers 1 / 3
Technical Product Manager

Managing schedule and doing technical work

Example: Exyn Technologies

- Mechatronics engineer

- Defining the feature set

- Customer Interviews (with Biz Dev)

Styles of Product Managers 2 / 3
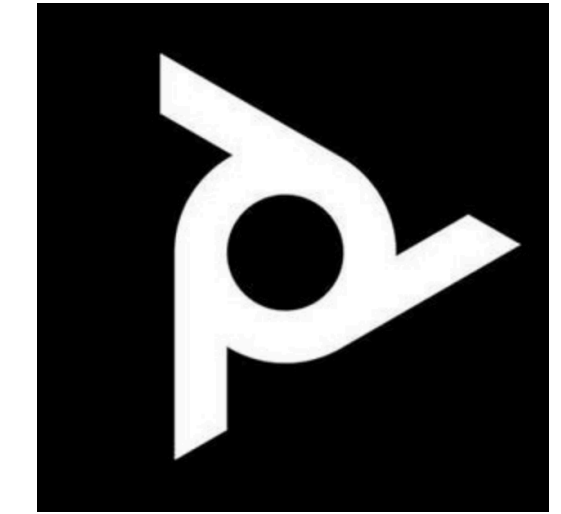## Product Marketing Manager

SMITH

Supporting Sales and Marketing

Example: Smith Optics

- Focusing on product launches and sales / promotions

- Helping engineering to make sure products ship

- Separated from R & D

Styles of Product Managers 3 / 3
Product Manager // Category Line Manager

Defining the full category strategy and launching products

Example: Performance Designed Products

- Developing early product concepts - pitching to C-suite

- Full product definition - feature set, industrial design, packaging

- Project Management - shipping on time
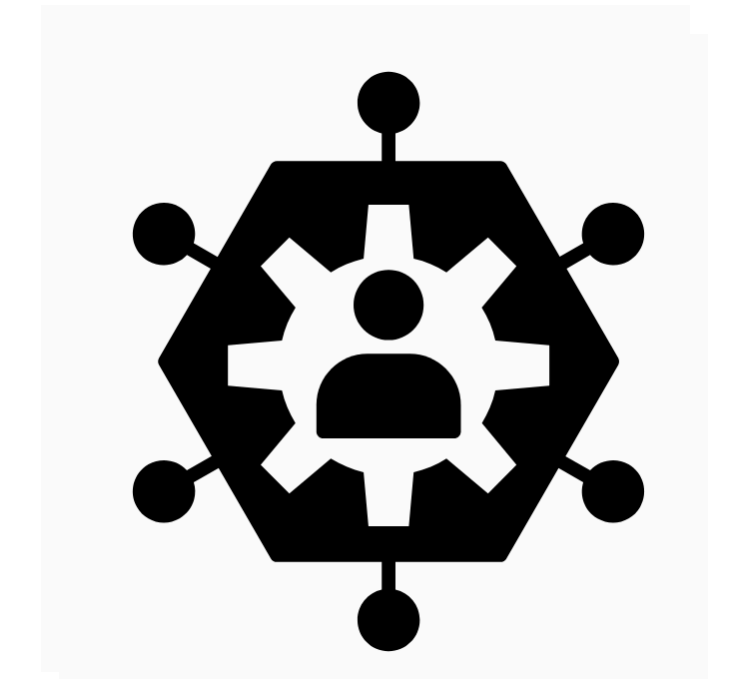
Skills and Tools
Typical day and tools

- **Support existing products** - any new issues come to you

- **Stay on schedule** - PM's are the glue that keep everyone on track

- **Product Development** - small segment of the yearly cycle

- **Customer Interview** - online reviews, but it's best to meet real people

    Bad online reviews are the biggest pain point for retailers.

- **Budget & Cost Analysis** - it's helpful to review profit margins & EBITDA

IPD Skills

Which ones apply to product management?

- **User research** - you will probably end up teaching this to others

- **Design Thinking** - many people do this, few can articulate it

- **Lessons from Crits** - feedback is extremely valuable

- **Translation business & design language** - communication is key!
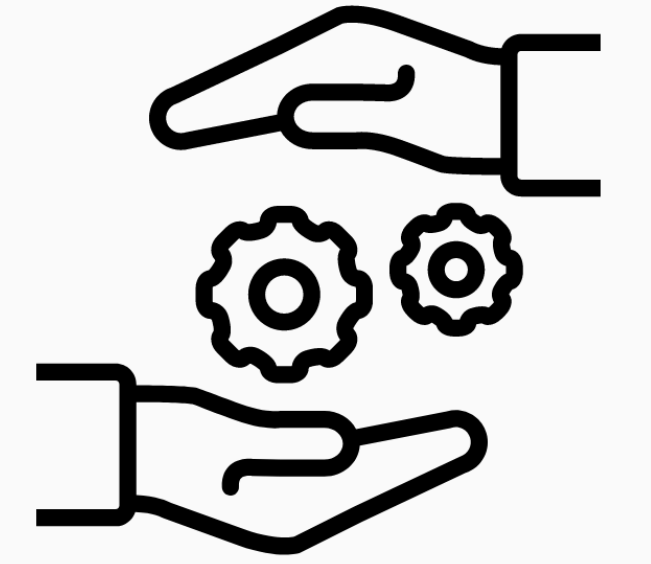
Your First PM Role
And how to land the job

- **Demonstrate knowledge of the full product lifecycle** – learn what it takes to ship

- **Emphasize keywords** – tailor your resume to match the job description
  "User centered design" vs "User focused design"

- **User research** – helpful but low on the priority list

- **Differentiate yourself** - I have experience with *Agile Software Development*

- **Ask good questions** – make a list for yourself
  "What would success look like in this job one year from now?"

More Topics
Learn to speak the language of business

Some good frameworks for presentations and strategy:

- Four P's – (1) product (2) price (3) placement (4) promotion
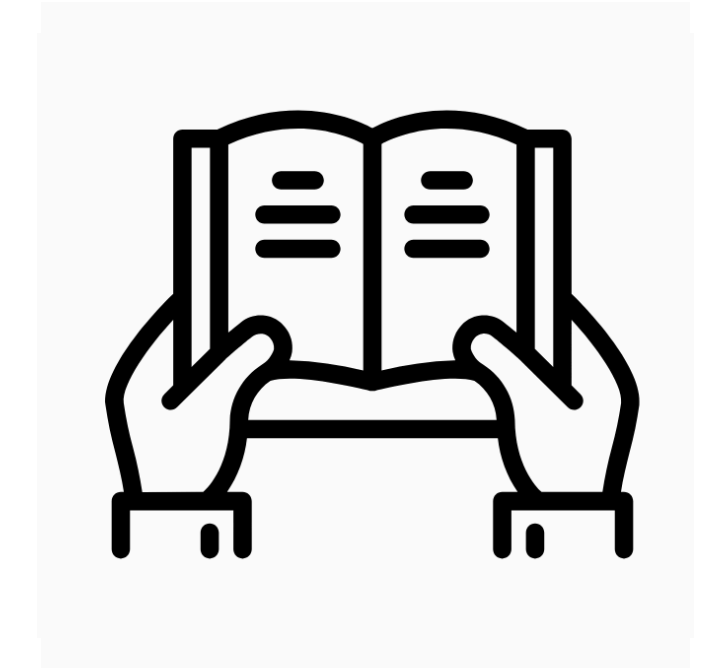- Porter's five forces
- Blue ocean strategy

Take a class at Wharton

E.g. — Managing the Emerging Enterprise (MGMT 612)

Learn from group projects with MBA's.

More to Read
Find practical advice and keep learning

- [Hardware by the Numbers](#) – Ben Einstein (VC)

    Many details from shipping physical products

    How long does it take shipments by boat from China to the US?

    How much more does it cost to mail it by air?

- [Good product manager / bad product manager](#) – Ben Horowitz (A2Z)

- High Output Management — Andy Grove, for leadership lessons

- Managing Oneself — Peter Drucker – [PDF version on SignalLake.com](#)

Questions?

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[All Icons from the Noun Project]