

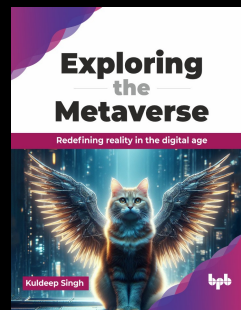
How to build a career in Product Management?

Kuldeep Singh

Principal Consultant,
Head of XR Practice,

/thoughtworks

thinkuldeep.com



Technologist

Software Engineer

Engineering Director

~ 20 years of IT experience

Who Am I?

Judge

50+ events

Tech Strategist

50k+ people lectured

100+ Articles

Developer

Mentor

Author

Speaker

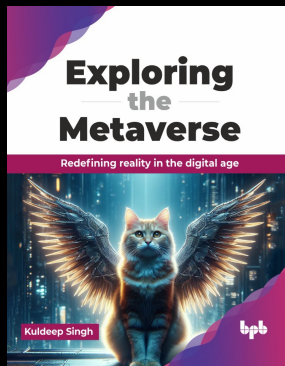
Thoughtleader

Architect

XR SME

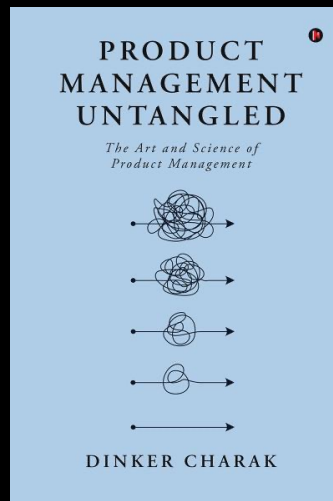
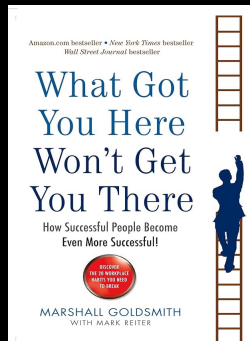
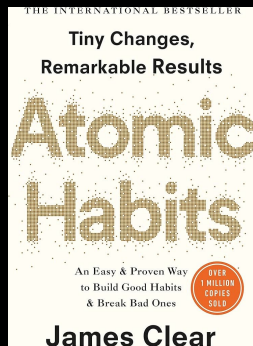
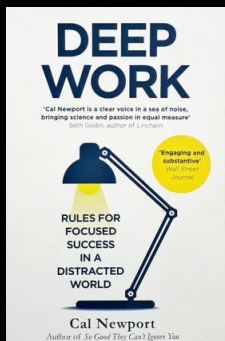
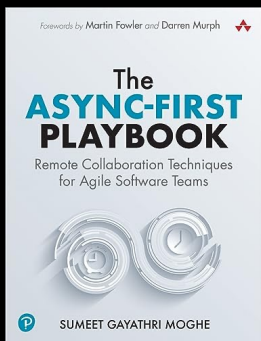
Reader

Writer



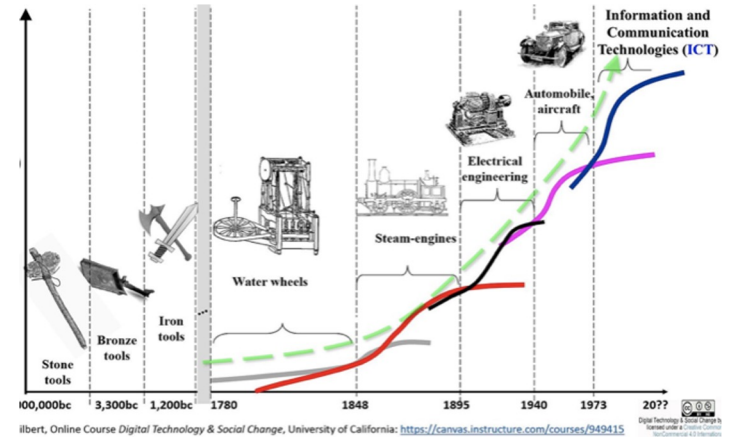
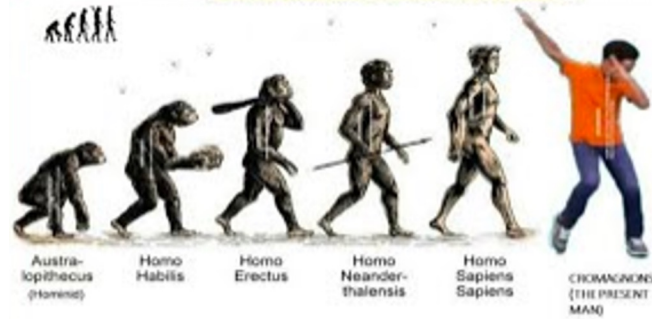
Accidental Product Manager

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Highlights

“Evolution is a natural phenomenon, it never stops”



A Product and Its Management

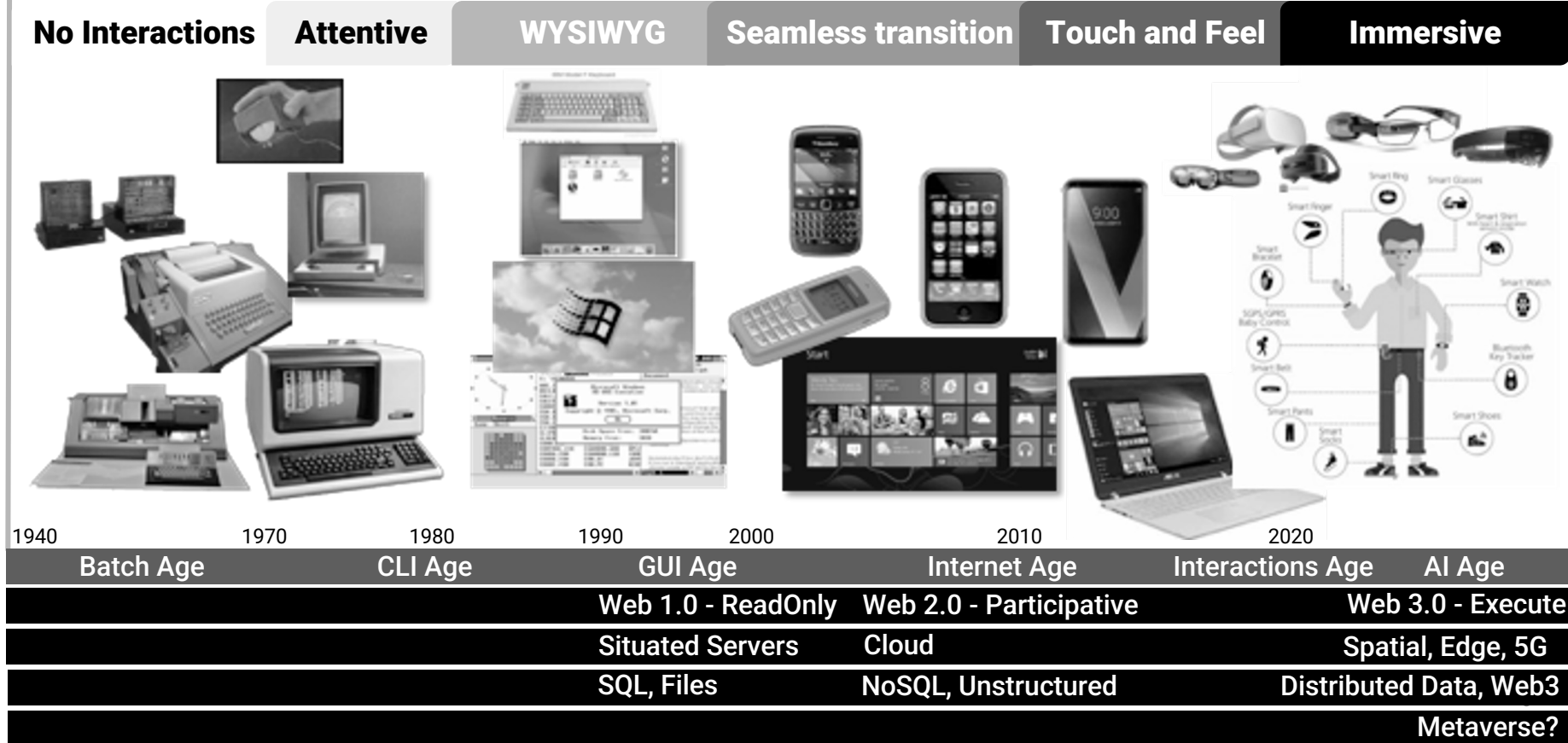
Being a Product Manager

Career in Product Management

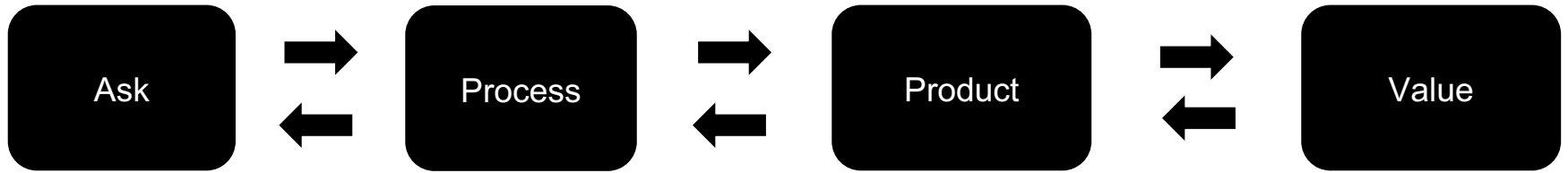
A Product and It's Management

Understanding Product Management

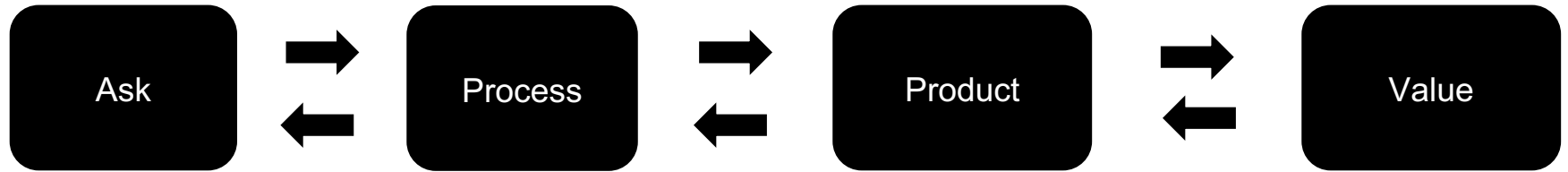
Evolution of Product



Product



Product Management



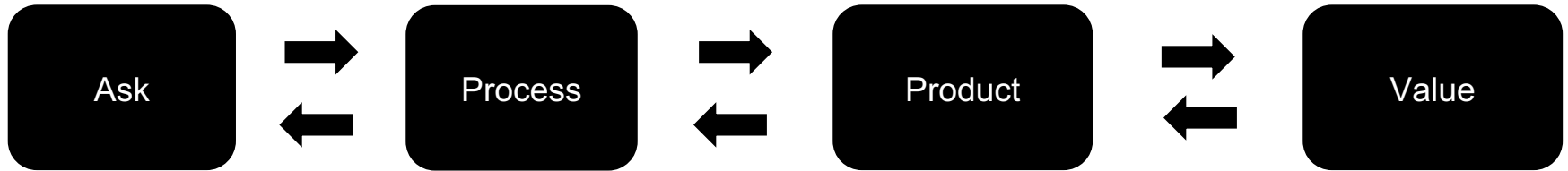
Management

| | | | | | |
|----------|------------|------------|---------------|-----------|---------|
| Market | Quality | Efficiency | Effectiveness | Resources | People |
| Business | Cost | Sales | Marketing | Services | Revenue |
| Customer | Technology | Design | Partners | Support | Legal |

Being a Product Manager

Understanding Role and Responsibilities of Product Management

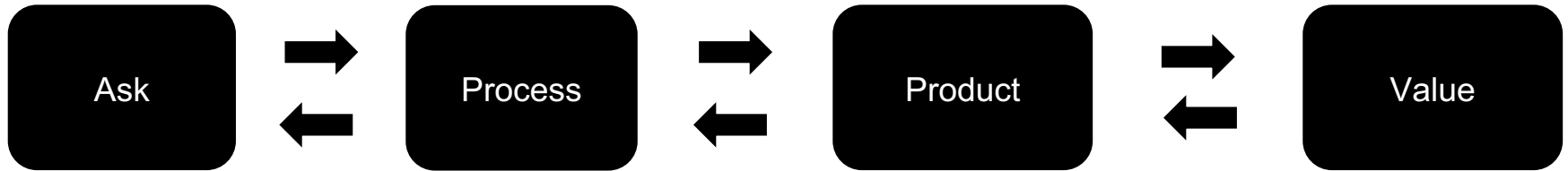
Product manager



- Prioritize ask that is valuable, usable, and feasible
- Negotiate with stakeholders
- Define roadmap, vision and goals
- Alignment with stakeholders
- Market Analysis, TAM,
- Potential ROI, Pitch

- Sales demo and training
- Release and schedule
- Customer feedback
- Change management
- Profit and Loss, Variance
- Contracts and negotiations

Product manager



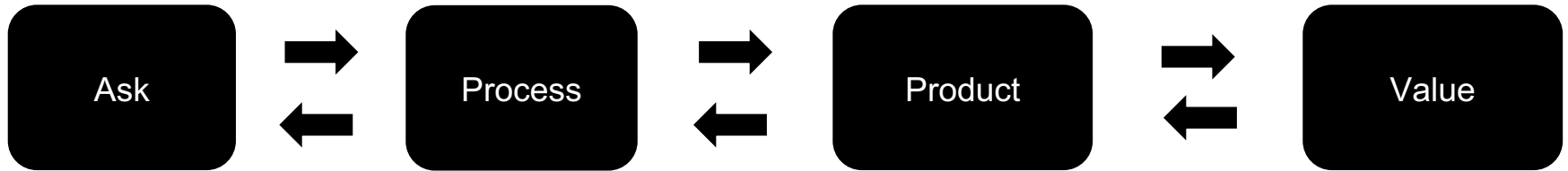
- Product Owner
- Technical Product Owner
- Proxy Product Owner
- Domain Experts
- Principal Consultant
- Startup
- Mature
- Immature

- Program Management
- Project Manager
- Business Analyst
- Scrum Master
- Iteration Manager
- Experience Designer

Career in Product Management

Path to becoming a product manager

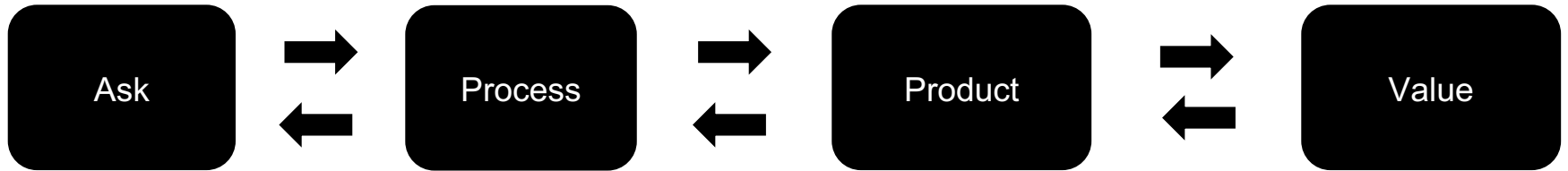
Product manager skills



- Influencing and persuasion
- Negotiation
- Delegation
- Thought leadership
- Ownership
- Decision Making

- Communication
- Collaboration
- Creative and Bold
- Consulting
- Finance and Business Acumen

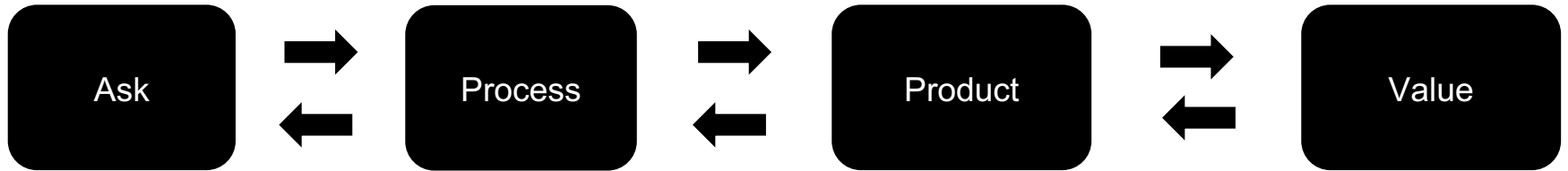
Adding Product Management Skills



- Solution Architect
- Tech Lead
- Project Managers
- Business Analyst
- UXD
- SME
- Domain Specialists
- Consultants

- Add Product Manager Skills
- Do certification and courses
- Networking and communities

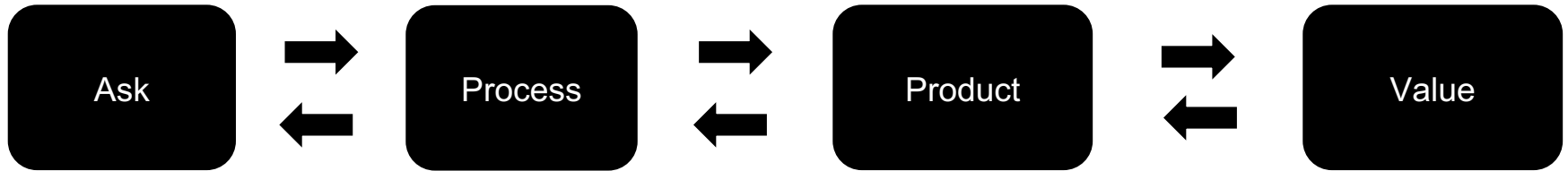
Switching to Product Management



- Business Analyst
- Quality Analyst
- UXD
- SME
- Domain Specialists
- Solution Architects
- Consultants

- Fill The Gap
- Certification and Courses
- Try leading hobby projects
- Gain experience
- Networking and communities

Product Management Courses



- Product Management Certifications
- ISB – Product Management Courses
- Kellogg Exec Programs
- IIM – Master Product Management
- Certified Product Marketing Manager
- Agile Certified Product Manager And Product Owner

- Software Product Management
- Digital Product Management
- Technical Product Manager
- Product Strategy Program

Thanks and Keep in touch

Kuldeep Singh

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Author

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medium.com/xrpractices

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EXPLORING THE METAVERSE

A guide to understand the metaverse evolutions, characteristics, myths vs reality.

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