



The Acadomi

PRODUCT OWNERS,  
PRODUCT MANAGERS AND  
PROGRAM MANAGERS

# WHAT IS A PRODUCT MANAGER?

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- A Product Manager defines the overall strategy behind the product roadmap.
- Meets with customers and key stakeholders to gather the requirements and prioritize what is most important in creating the product.
- Give the requirements to the Product Owners and IT teams to deliver winning products that meet user needs.
- Product Managers set the Product Roadmap - a guide for Product Owners and Developers to see how the product should evolve over time (features, timeline, goals, etc.).



# WHAT IS A PRODUCT OWNER?

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- A member of the **Agile** Team responsible for defining stories and prioritizing the Team Backlog.
- The Backlog is a prioritized to-do list for the developers showing all requirements and functionality required in the product (these requirements come from the Product Roadmap).
- They are the team member who is working hands on with the Development, Design, QA teams, and Scrum Masters.
- The Product Owner is ensuring that the key product features and enhancements are being developed properly and on time according to user needs.



# WHAT IS THE DIFFERENCE?

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- The Product Manager is working at a high level to build the vision of how a product can best serve user and business goals and define the strategy behind how that product should be created.
- The Product Owner is then taking that vision and working with cross-functional resources daily to ensure that vision is brought to reality.
- Product Owner positions usually require that a candidate be more technical, whereas Product Manager positions rely more on the ability to work well with Clients/Stakeholders and knowledge of how IT Resources can be used to achieve Business goals.



# PROGRAM MANAGER

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- Program Managers are responsible for managing a portfolio containing several related projects, often with the intention of improving an organization's overall performance.
- They coordinate activities between multiple projects without directly managing them, helping define the scope of work each Project Manager should be following.
- Program Managers are defining and managing long-term goals that each Project in their portfolio will work towards accomplishing.
- Set the budget and operating plan for all projects within their program (the Project Managers will then be the ones who are managing each budget for individual projects).



# PROGRAM MANAGERS VS. PROJECT MANAGERS

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- Project Managers are placed in charge of individual projects within the Program Manager's portfolio.
- Project Managers are responsible for the finer details in each project, being hands on managing team members, budgets, timelines, etc.
- Project managers ensure that short term milestones are being hit within the project, so the long-term, holistic goals of the organization can be accomplished.



# WHAT'S IMPORTANT WHEN LOOKING FOR THE RIGHT CANDIDATE?

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- Culture and Personality- People in all three of these positions are consistently working across both business and IT teams, helping to manage others work. It is important that they have good people skills to keep their teams happy and running smoothly. If you aren't enjoying your initial conversation and feeling excited for the chance to talk to them again then chances are neither will the hiring manager.
- You need to have a clear understanding of the product/project candidates will be working on/managing with each position you are prioing. Someone could be an outstanding Product Owner, but if they have mostly worked on mobile applications and the position you are filling will be building an eCommerce website, it won't relate.
- Title isn't everything..



# GOOD BULLET POINTS

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- “Gather requirements from stakeholders, perform competitor and market trend analysis, create and own the roadmap and engineering architecture to further the advertising space on aljazeera.com.”

*Product Manager*

- “Created and managed web services API add-on for ERP to allow clients to improve their systems integrations.”

*Product Owner*

- ” Create change management strategies, managing introduction of new capabilities into Coca-Cola environment while evaluating requirements with legal, technology and business stakeholders.”

*Program Manager*





# RED FLAGS TO LOOK FOR WHEN TALKING TO CANDIDATES AND LOOKING AT PROFILES

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- Marketing and Sales background – a lot of Product Manager/Owners you see on LinkedIn will have a few years with Product titles, and a long history of Sales and Marketing titles prior. Usually, these people are either working on physical products, or are not technical enough for the types of positions we fill.
- Vague bullet points listing basic job responsibilities - no detail about the products/initiatives they have worked on or delivered. Sometimes when you ask on the phone, they can give you a good overview and you can ask them to add it to their resume, but if they mostly talk about basic job functions and can't give you a lot of technical detail, they aren't a strong candidate.
- Self-employed.. Most self-employed Program Managers, Product Managers, or Product Owners are not working on big enough deliverables to relate to the scope of work our clients are looking for.



# QUESTIONS TO ASK

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- Can you tell me more about the Product you worked on.. who is it for? what does it do?
- What kinds of technology is your team using?
- What is the largest and smallest team/budget you have managed?
- How comfortable are you getting in the weeds with the developers/tech teams?
- Do you work with mostly internal or external teams?
- Who does your team consist of?
- Do you mostly work with business or IT teams? How would you divide up your time in a percentage?



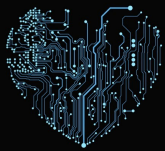


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thank you

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