How to Break In Product Management & Beyond – Data Centric View

PRODUCT BRICKS
VENTURES
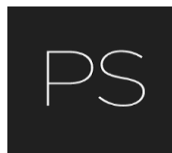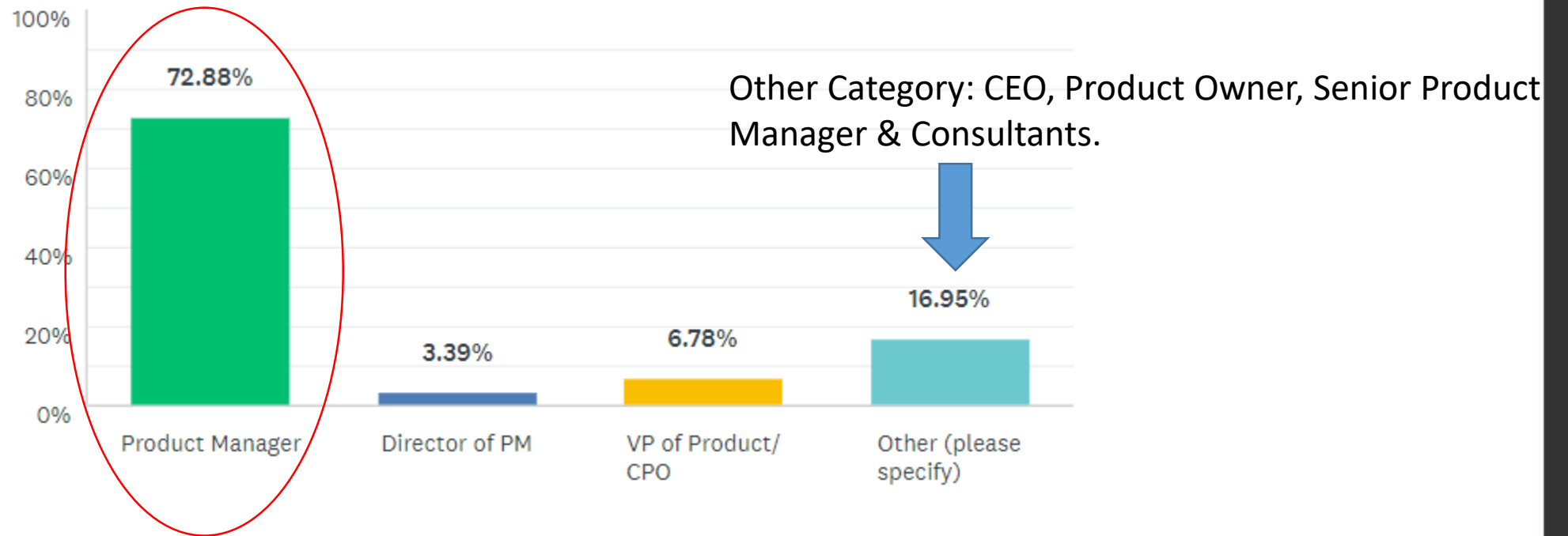
Little Bit About Me- Let me know if I can help.

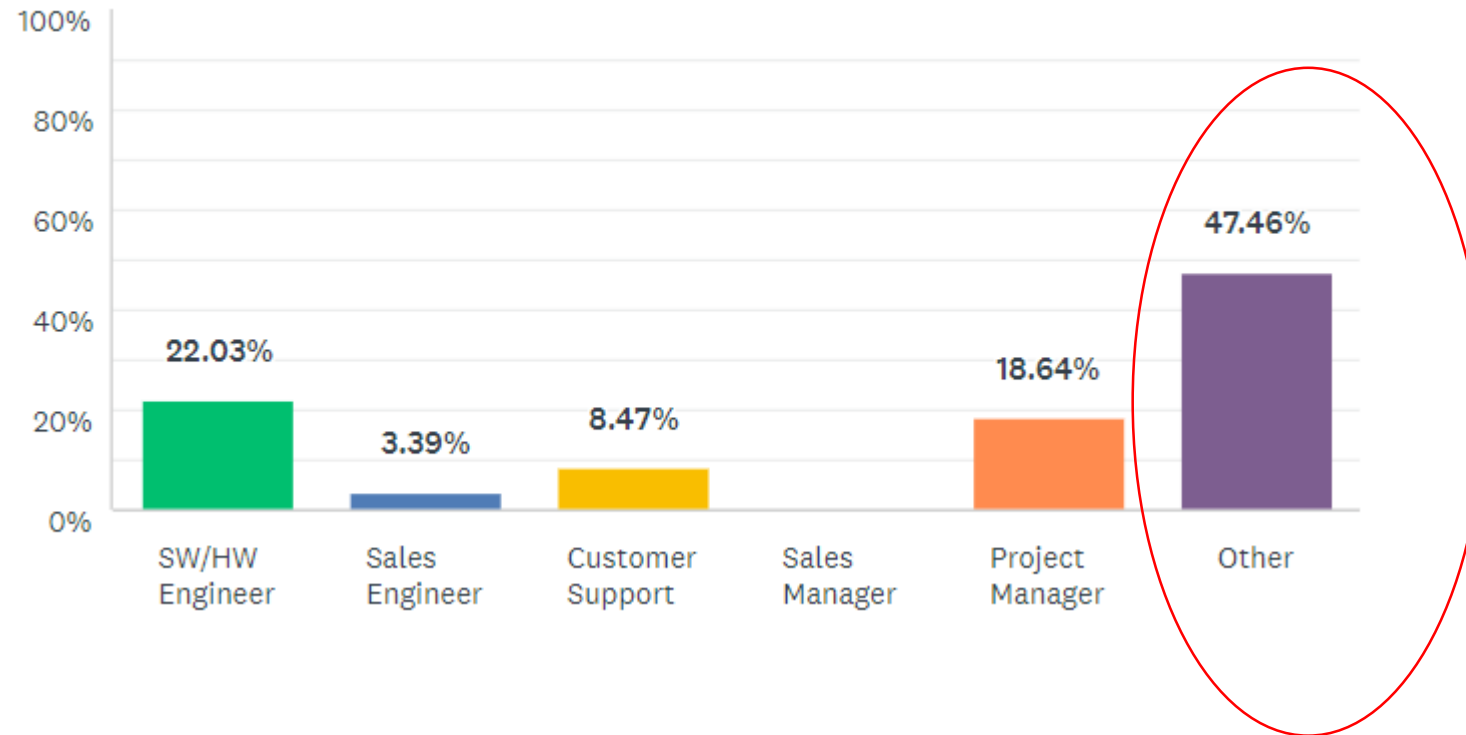**Cognition**

All about the Data

- 100 + Product people surveyed. {Surveys, Email, Phone Interviews}.

- All across the globe.
  - North America, India & Europe among top 3 regions.

- 65 + Product Manager responses for initial survey-monkey data.
  - Several follow up phone interviews for details.

- Goal is to reach 1000+ product people.
  - http://bit.ly/breakintoPM

What's your current role?

Other Category: CEO, Product Owner, Senior Product Manager & Consultants.

Chart values:
- Product Manager: 72.88%
- Director of PM: 3.39%
- VP of Product/ CPO: 6.78%
- Other (please specify): 16.95%

Very relevant data because, since 73 % are product managers Vs more senior roles.

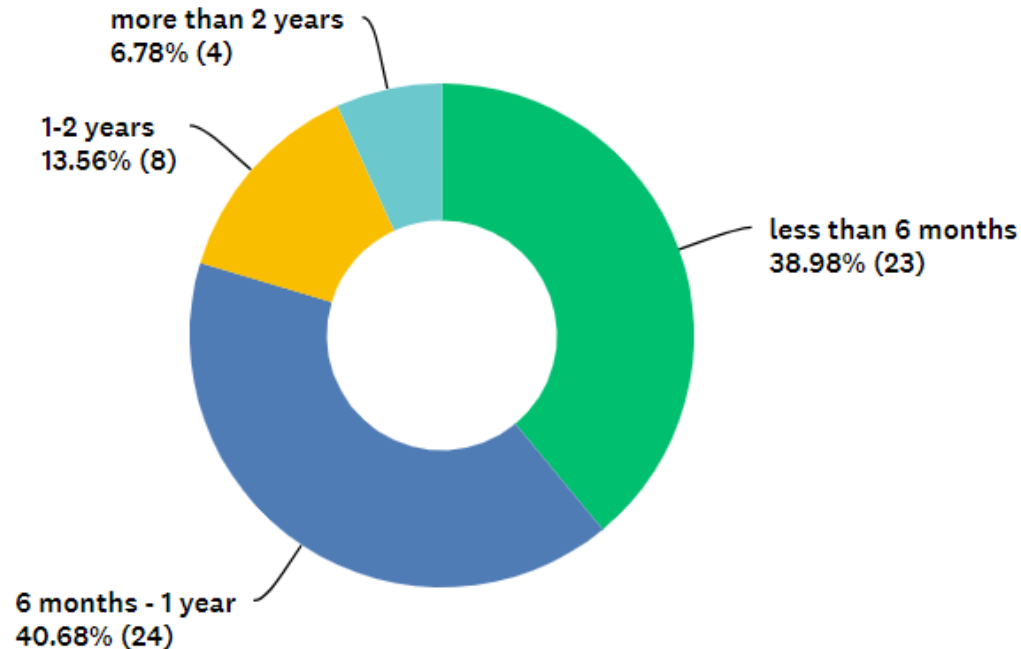# What was your title before you got your first product manager role?

The other category ~ 50 %

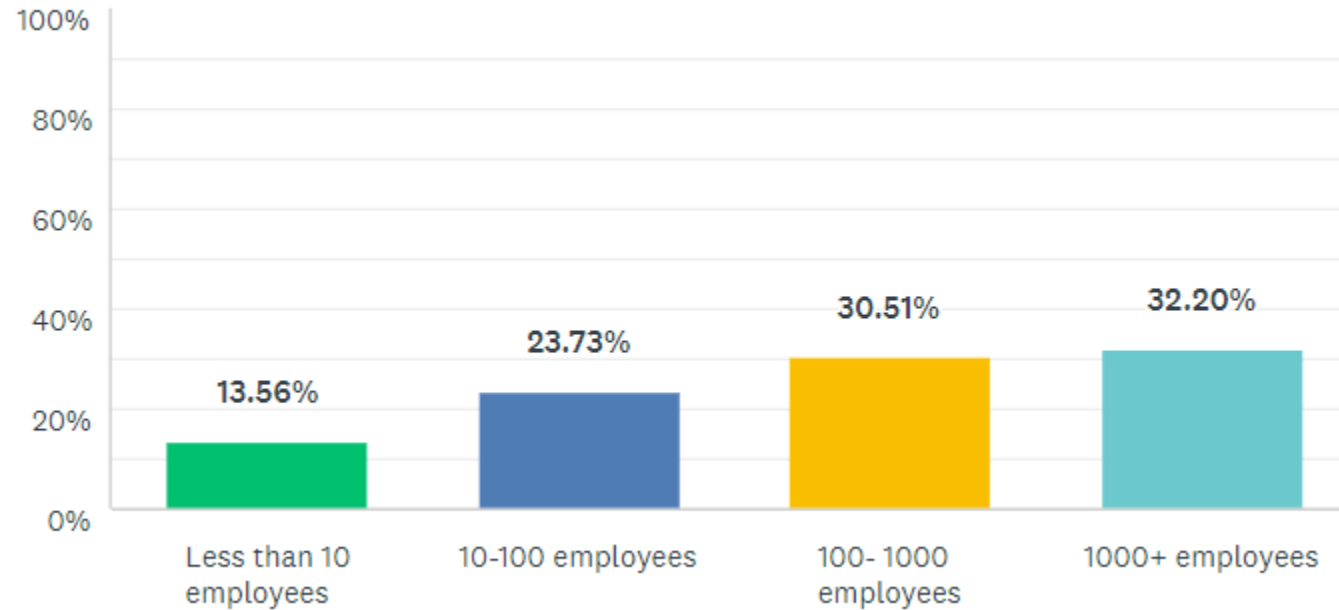| Business Analyst	Management Associate	Consultant
Program Manager	Senior Director of Customer Experience	Business Analyst
Media Analyst	Account Management	Professional Services Consultant
Test Engineer	Marketing Manager	Entrepreneur
Customer Success Manager + Training	Manager, Program Management Office	Data Analyst
Marketing Executive	Marketing Manager	Product specialist
All of the above, with exception of Sales	Sergeant of MPs (in US Army)	system engineer
Product Management Intern	Videographer	Drilling Solutions Engineer
Member of Scientific Staff	Operations Manager	User Experience Manager

Product Managers come from everywhere!!!!

How long did it take you to break into the PM role, after you decided to transition ?

more than 2 years
6.78% (4)

1-2 years
13.56% (8)

less than 6 months
38.98% (23)

6 months - 1 year
40.68% (24)

Myth Buster – It take too long to break into product.
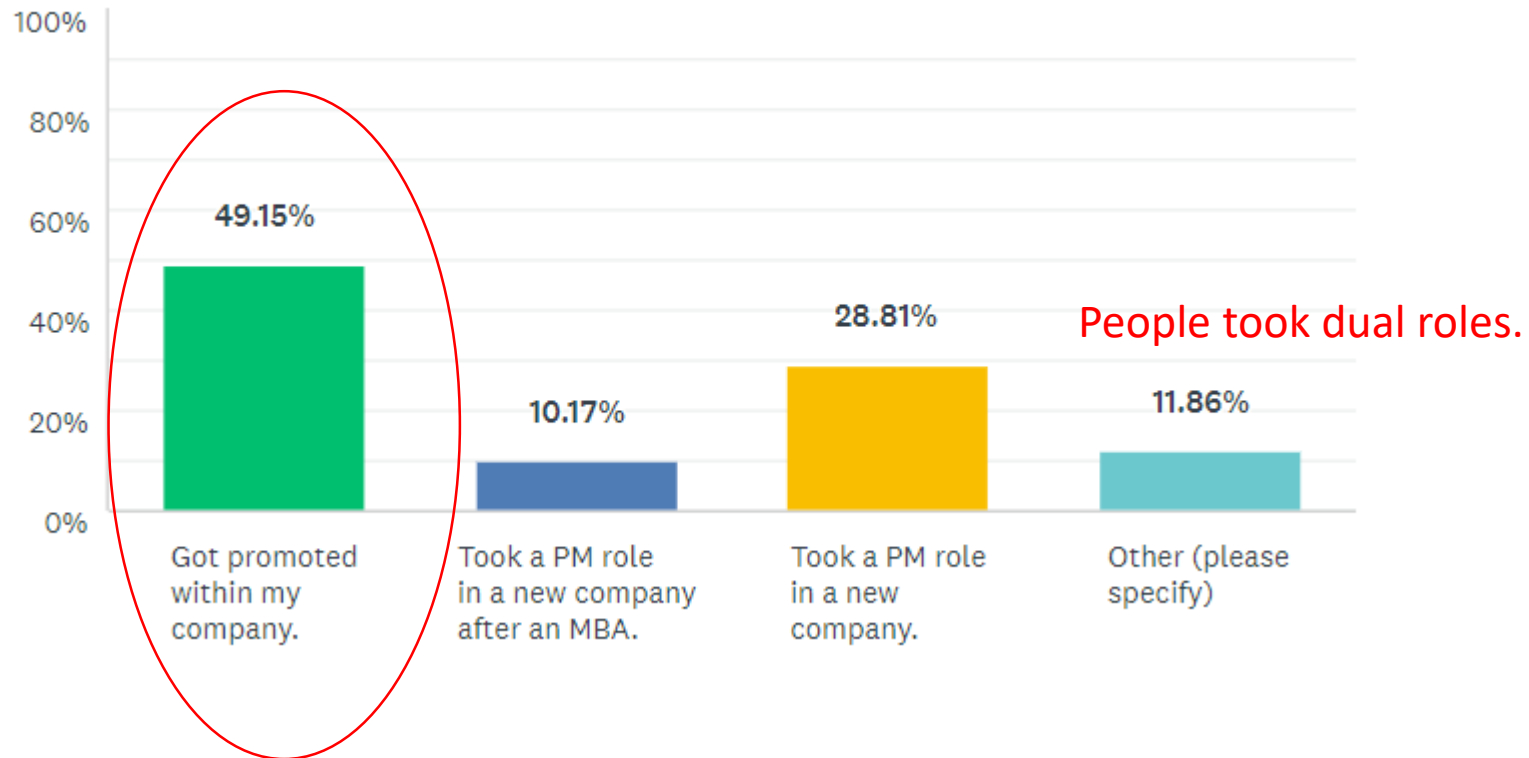80% did it less than a year !

What sort of company did you get your first PM role?
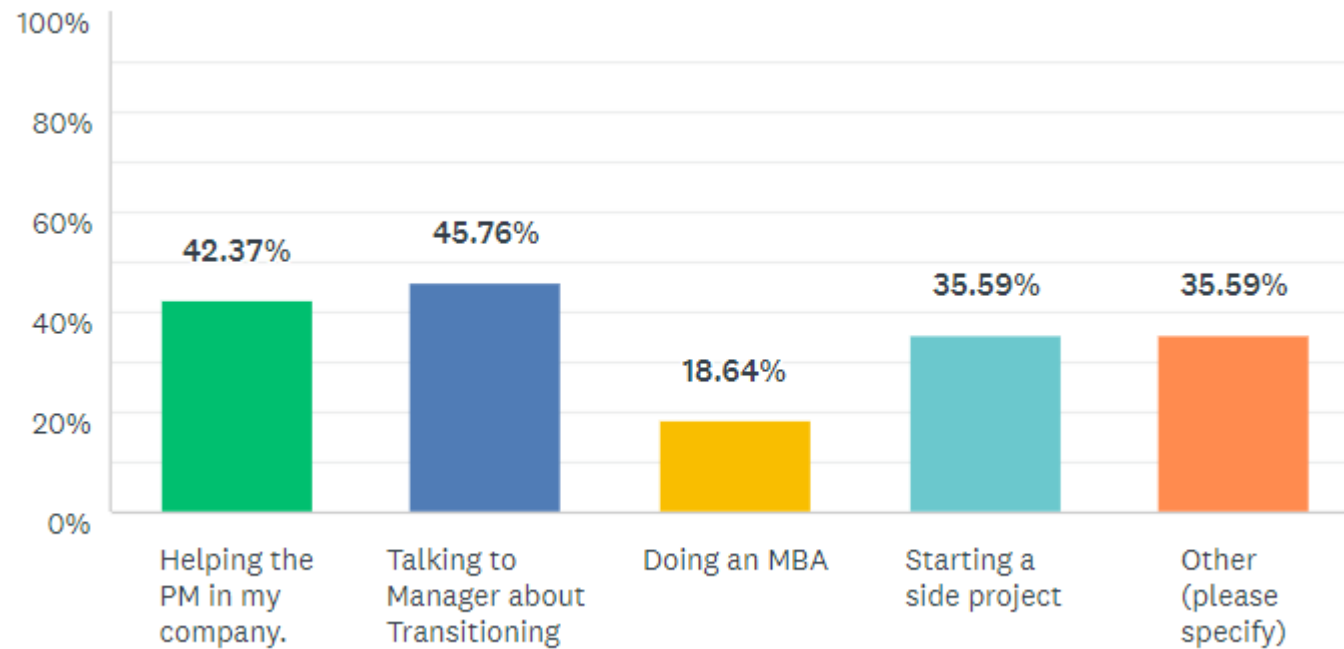

Equally distributed from startups to large companies.

How did you transition into PM role ?

People took dual roles.

Be a Rock Star in your current role !

Select the things below which led you to get the PM role.

MBA does not automatically get you a PM job.

What helped most to land a PM job- Quotes

" Shadowing the PM" : 3

" A lot of domain experience" : 3

"Acting as a PM on key projects" : 4

"Taking courses, connecting with people with PM experience " : 6

What advice would you give to somebody trying to break into PM?

" Don't Do it "

"Get Customer facing job" : 2

" Do not Quit" : 3

"Shadow Product People, be mentored" : 4

"Think Product in your job" : 5

" Make sure you know what PM is before you jump in" : 9

Qualities that people look for when they hire PM from Associate to Senior PM roles.

- Problem Solving.

- Reliability.

- Technology & Business know how.

- Have you done something?

Things to Do to get started.
{Data from Deep – Dive with PM}

- Build your Brand.
  - Blogging, LinkedIn, Meeting people.
  - Learn about Product Management.
- Discovery
  - Focus on the Area & Companies.
  - Identify 2 focus areas. (IoT, Wireless Networking)
  - Identify 5-10 companies.
    - Engage with people/work for free get the title
- Job Search
  - Prepare for the Interview.
  - Domain Knowledge about their product & PM.

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Questions

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