



PRODUCT MANAGEMENT FRAMEWORK

Build, Market, Sell & Deliver Strategic Customer Outcomes



TARGET MARKETS

DETERMINE:

- Market Segments
- Team Structure & Roles
- Portfolio S.W.O.T.
- Competitive S.W.O.T.



TARGET CUSTOMERS

IDENTIFY:

- Business Goals
- Obstacles
- Priorities
- Success Metrics



MARKET OPPORTUNITIES

DETERMINE:

- Short-Term Revenue
- Longer-Term Growth
- Quantifiable Market Value
- Priorities



STRATEGIC PRIORITIES

UPDATE:

- Product Marketing Roadmap
- Market Segment Positioning

- Product Roadmaps
 - Portfolio Roadmap
- UPDATE:**



BUILD & DELIVER

EXECUTE:

- Release Priorities:
- TEST → DESIGN → VALIDATE → BUILD → TEST
- Go-to-Market Readiness
- Customer On-boarding



MARKET & SELL

EXECUTE:

- Product Positioning
- Marketing Materials
- Demand Generation
- Sales Enablement