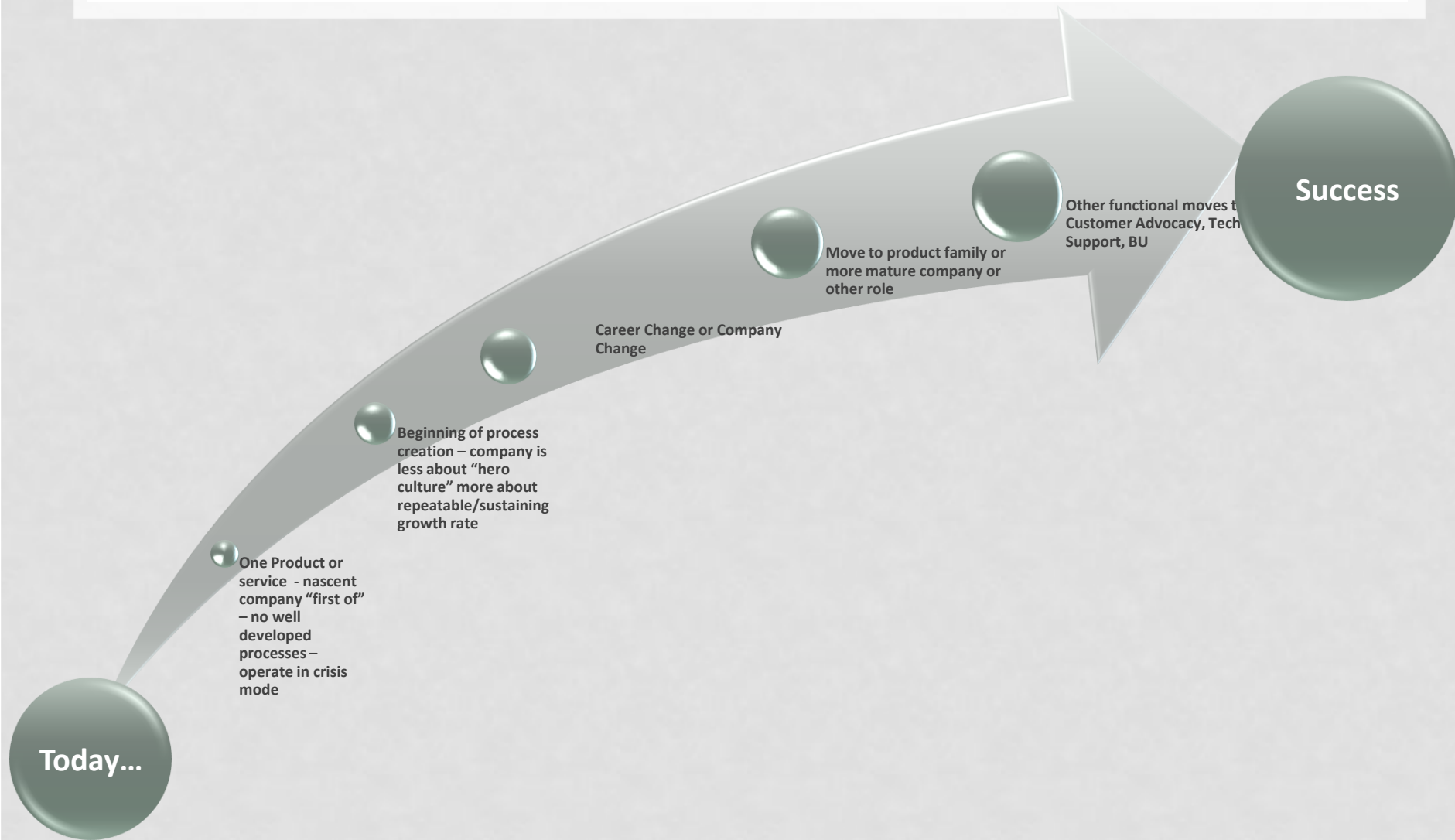


# MAPPING THE ROUTE TO YOUR CAREER



Today...

One Product or service - nascent company "first of"  
– no well developed processes – operate in crisis mode

Beginning of process creation – company is less about "hero culture" more about repeatable/sustaining growth rate

Career Change or Company Change

Move to product family or more mature company or other role

Other functional moves to Customer Advocacy, Tech Support, BU

Success

# HIERARCHY OF CUSTOMER NEEDS FOR PRODUCT MANAGEMENT SUCCESS

**Go from Product  
Owner to Biz Owner**  
*Strategic Biz  
Leadership*

**Show your Stuff**  
*Add products, lines, think ROI  
& brand in everything you do*

**Do the full job - Every time, on time,  
combine spine with flex**

# PM ROLE ECOSYSTEM

