

# How To Elevate Your Product Management Career

Vito Salvaggio  
Vice President of Product Marketing  
Roxio, a Division of Sonic Solutions  
[vito@roxio.com](mailto:vito@roxio.com)

Be very good at something

Be very honest about what you're good at  
and what you're not good at

Information is power... if shared

Run to your boss with bad news

Use “I” only when admitting mistakes

Give people credit every chance you get

Measure your success by tangible  
accomplishments

Work very hard, be rigorous, and strive  
for excellence (but not perfection)

Be organized

**Be loyal to a cause, a mission, or a vision**  
(Companies are not always loyal to people)

Don't try to “rise” too quickly –  
experience matters

Stay informed on general business, on your domain, and seek professional training

Don't go to your boss with questions.

Propose recommendations.

Don't be your boss's problem child

**Balance self assurance with self awareness**

Plan your career in 4 year chunks

Your reputation travels – everyone you work with is a reference – whether you know it or not

Don't run away from difficult business conditions – they can be great learning experiences

(All companies are kinda screwed up in some way)

Choose who you work for very carefully –  
check references, analyze the business

Don't chase money or title – chase good opportunities for success

Don't whine too much – leave if you can't  
change things and if you're not happy

But be careful not to take a “bad” job just cuz you hate your current job

Never personalize conflicts

If you want to succeed at managing people,  
make sure you've done the job of people  
you manage  
(There's only one generalist – the CEO)

When managing people, be selfless

Management is not a popularity contest –  
be firm but fair

Never hire sub-par people to fill a position  
– have the courage to hire smarter people  
than you

Run your teams lean – don't become an  
empire builder

Clear and concise communication is  
**critical** to career advancement

Thank You

Q&A

[vito@roxio.com](mailto:vito@roxio.com)