



Product Owner vs Product Manager

Yevhen Filyak

Product Owner vs Product Manager

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Get to know each other

Roles

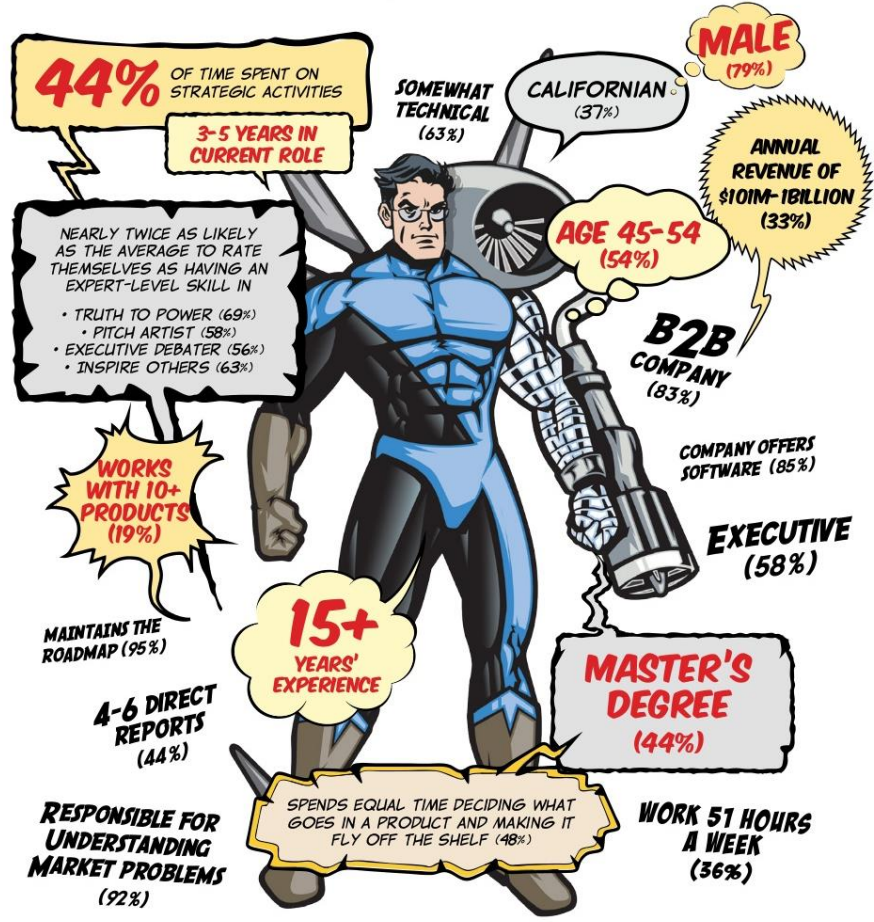
Cities and Countries

Companies size

Outsourcing / Product

THE BIONIC EARNER

WHAT TURNS AN AVERAGE EARNER INTO A SUPER EARNER? WE STUDIED ALL RESPONDENTS FROM OUR ANNUAL PRODUCT MANAGEMENT AND MARKETING SURVEY WHO REPORTED SALARIES OF MORE THAN \$200,000 AND IDENTIFIED THESE COMMON TRAITS.





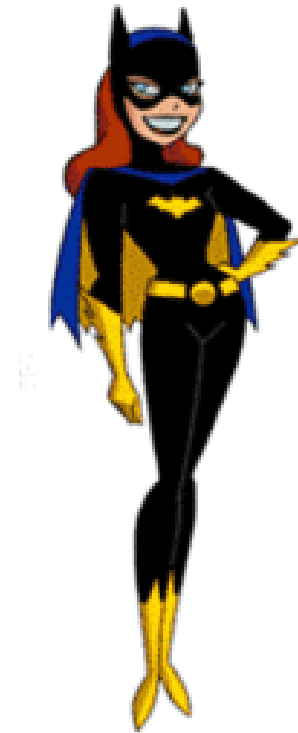
PdM

Lean Startup
Other.....





Product Manager
PdM



Product Owner
(PO)



PdM



PO

Who has the problem

What problem to solve

How to solve the problem



PdM

Looks **outside** of the office



PO

Looks **inside** of the office



PdM

Looks **outside** of the office

Outside 60-90% of time



PO

Looks **inside** of the office

Inside 95% of time



PdM

Looks **outside** of the office

Outside 60-90% of time

**Talks to clients,
Looks for SME to talk**



PO

Looks **inside** of the office

Inside 95% of time

**Talks to Team,
Is SME**



PdM

Asks questions,
observes and understands



PO

Answers questions,
explains



PdM

Asks questions,
observes and understands



PO

Answers questions,
explains

What Else ???

When do we need them as one person?



PdM PO

Internal and small product

Young outsourcing company for ISV

Startup

When do we need them separated?



PdM



PO

External product older than 6m

Dev elopement team offshore

Dev team > 7 people

The is no “persona” description, little vision doc etc.

You outsource for enterprise clients

How to marry them happily?



PdM



Clearly figure our RACI



PO

Meet at least twice per week

Explain need of both for stakeholders

Use facts – our personal opinion is interesting but **MUST** be confirmed by market

Do your job!

Ask questions and
understand ! 😊

