



Perspectives
on Product
Management

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A **product manager** communicates product vision from the highest levels of executive leadership to development and implementation teams. The product manager **is often called the product "CEO"**

https://en.wikipedia.org/wiki/Product_manager

The Role of a Product Manager



Manage Product Lifecycle

- Maintain pipeline of product ideas and Identify needed product actions based on performance monitoring, market trends, and business strategy
- Develop and test product actions against company-wide profit and growth objectives, risk appetite, and product strategy
- Discuss recommendations for product actions with key stakeholders (i.e. Sales & Marketing, Claims, Actuarial, Underwriting, etc.)
- Present recommendations to executive leadership for final decision on product actions

The Role of a Product Manager



Oversee Product Development

Confirm product development activities are completed and manage conflicts across:

- Implementation of pricing changes
- Underwriting guideline modifications
- Coverage and form changes
- Rate and forms filings
- System updates and testing
- Change management, communications, and training

The Role of a Product Manager



Monitor Product Performance

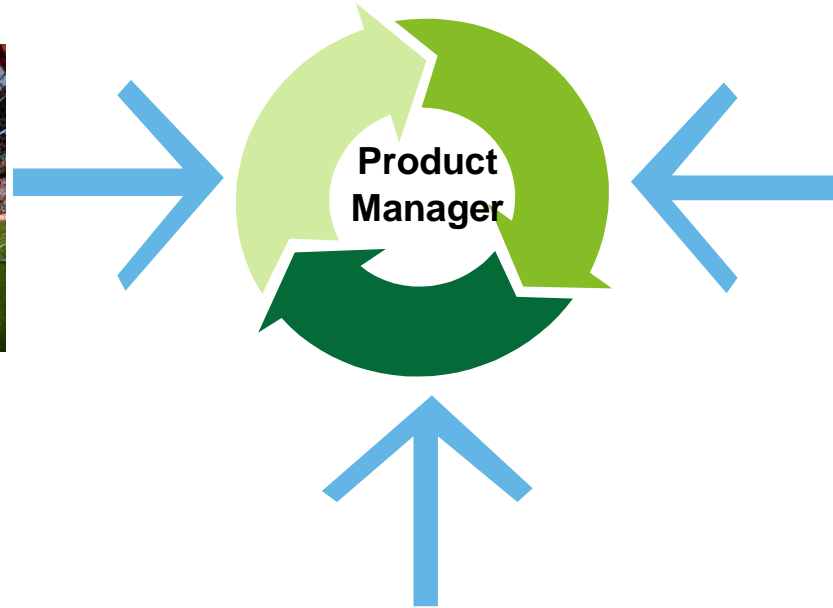
- Monitor performance against key metrics related to growth, profitability, mix of business

- Understand internal and external drivers of portfolio results compared to targets, such as:
 - Competitor coverage and pricing moves
 - Regulatory and legislative changes
 - Claims and legal trends
 - Environmental or demographic changes

The Role of a Product Manager



Reading the Field



Calling the Plays



Leading the Team

Panel Discussion

Scott Drab
Grange Insurance

Don Hendriks
CARFAX Banking & Insurance Group

Amy Juknelis
Allstate Insurance