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# Perspectives on Product Management

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Product Management Seminar

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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](https://en.wikipedia.org/wiki/Product_manager) (2017)

# The Role of a Product Manager

The Product Manager plays a central role in the on-going cycle of analytics, decision-making, and implementation.



## Monitor Product Performance *“Reading the Field”*

- Monitor performance against key metrics
- Understand internal and external drivers of portfolio results compared to targets



## Manage Product Lifecycle *“Calling the Plays”*

- Maintain, develop and test pipeline of product actions
- Discuss recommendations with key stakeholders
- Present recommendations to executive leadership for final decision



## Oversee Product Development *“Leading the Team”*

Manage product development activities and conflicts across:

- Implementation of Pricing, Underwriting, Coverage and Form changes
- DOI filings, System updates and Communication/Change management

# The Role of a Product Manager

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