PRODUCT MANAGERS

The role of product managers differs among product teams but can be crucial to their success.

Product Manager

The role of the product manager is well defined in **65%** of organizations.

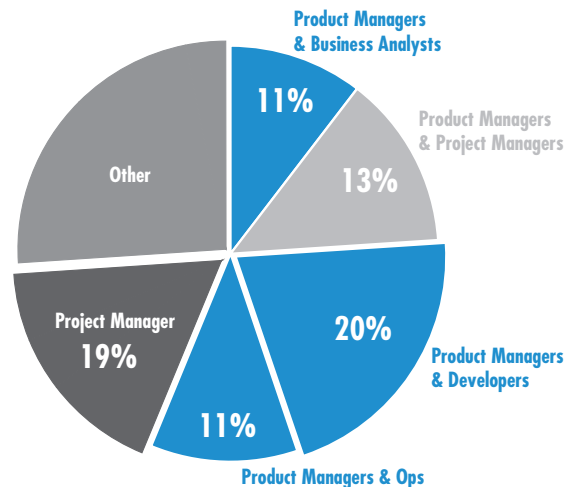|	
Well-defined but influences rather than has direct control.	**41%**
Well-defined with full responsibility for P&L.	**24%**
Not well-defined at all.	**19%**
What's a product manager?	**16%**

19%

19% of product managers have P&L responsibility.

Team Interplay

Product managers played a role in over **50%** of problematic product team handoffs. Project managers were involved in only **32%**.

- Product Managers & Business Analysts — 11%
- Product Managers & Project Managers — 13%
- Product Managers & Developers — 20%
- Product Managers & Ops — 11%
- Project Manager — 19%
- Other

Responsibility

Product managers are seen by **40%** of product teams as the person primarily responsible for managing product launches.

- Product Manager
- Product Owner
- Program Manager
- Project Manager
- Product Marketer

Executive Influence

The product manager is considered to have the most executive influence on the product team.

Product manager	**31%**
Product owner	**22%**
Other	**10%**
Program manager	**10%**
Project manager	**9%**
Engineer	**8%**
Business analyst	**5%**
Brand manager	**3%**
User experience	**2%**

THE STUDY OF PRODUCT TEAM PERFORMANCE

Actuation Consulting
Propel forward.