

Product Execution

Define, build, and launch exceptional products

Feature Specification

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability for a PM to gather requirements, define functionality, and set goals in a clear, actionable format that can be used to communicate with the team and drive product delivery.

Product Delivery

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to work closely with one's immediate team (engineering, design, etc.) to iteratively and quickly deliver product functionality that accomplishes pre-defined goals.

Product Quality Assurance

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to identify, prioritize, and resolve technical, functional, and business quality issues across all devices, points of sale, and use cases that are applicable to the product.

Customer Insight

Understand and fulfill customer needs

Fluency with Data

APM

PM

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The ability to use data to generate actionable insights, to leverage those insights to achieve goals set for the product, and to connect those quantified goals to meaningful outcomes for the business.

Voice of the Customer

APM

PM

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GPM

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VP

The ability to leverage user feedback in all its forms (from casual conversations to formal studies) to understand how users engage with the product, make better decisions, and drive meaningful outcomes for the business.

User Experience Design

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability, both as an individual and working with the design team, to define requirements and deliver UX designs that are easy to use, leverage UX best practices, and dovetail with the predominant UX patterns present in the product.

Product Strategy

Deliver business impact via product innovation

Business Outcome Ownership

APM

PM

Sr. PM

GPM

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VP

The ability to drive meaningful outcomes for the business by connecting product functionality and goals to the strategic objectives of the PM's team and the company overall.

Product Vision & Roadmapping

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to define an overall vision for the PM's area of the product that connects to the strategy for the team and the company. The ability to define a clear roadmap of highly prioritized features and initiatives that deliver against that vision.

Strategic Impact

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to understand and contribute to the business strategy for a PM's team and the company overall. The ability to bring strategy to fruition through the consistent delivery of business outcomes.

Influencing People

Rally people around the team's work

Stakeholder Management

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to proactively identify stakeholders impacted by the PM's area of ownership and to work with those stakeholders to factor their requirements into product decisions.

Team Leadership

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to manage and mentor direct reports with the goal of enabling them to successfully deliver on their product areas, continuously improve against these competencies, deliver meaningful business outcomes, and achieve their career objectives.

Managing Up

APM

PM

Sr. PM

GPM

Director

Sr. Dir.

VP

The ability to leverage senior managers and executives in the organization to help achieve goals, deliver meaningful business outcomes, and positively influence the strategic direction of the PM's team and the company overall.