

PRODUCT MANAGERS

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

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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%**

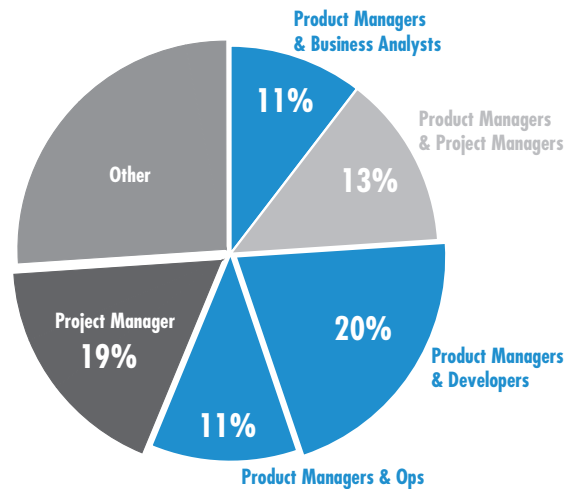
Not well-defined at all. **19%**

What's a product manager? **16%**



Team Interplay

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



Responsibility

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



Executive Influence

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

