



# IND E 498

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# **Agenda**

- **Introduction**
- **What is Product Management?**
- **Day-to-day duties as a Product Manager**
- **Breaking into Product Management**
- **Recruitment and interviewing tips**
- **Q&A**



# Introduction



UNIVERSITY of WASHINGTON  
Human Factors and Statistical Modeling Lab



- Graduated in 2013 with B.S. in ISE from UW
- Graduated in 2015 with M.S. in Engineering Management from Dartmouth College
- Started as an Commodity Trading Analyst at Tricon Energy in Houston, TX after Masters – 2 years
- Currently working as a Product Manager at Amazon – 1 year



# **What do you think Product Mangers do?**

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- **CEO of the product**
- **Responsible for decisions and drive team from start to finish**
- **Communication, find the right person to talk to**
- **Take all the blames and give away all the credits**
- **Not just for Software, Hardware also**



# **What is Product Management**

- **What are the common positions in tech company?**
  - **Software Engineer**
  - **Program Manager/Project Manager**
  - **Technical Program Manager**
  - **Data Engineer**
  - **Business Analyst**
  - **UI Designer.....**
- **Why do companies need PMs?**
  - **To open and close a conversation**
  - **Cross functional leader, wears multiple hats**
  - **Sell the ideas!**



# Skills needed to be an effective Product Manager

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- **Sell!**
  - Lots of responsibilities but very little authority, how to convince people to work hard on things you care about
  - lead through showing analysis, having clear visions, inspiring your team
- **Deliver!**
  - Learn to let go, because EVERY problem is complicated
  - Learn to say no, because you will never get things done
- **Gain trust!**
  - Be there!
  - Acknowledge success
- **Don't easily give up!**



# Current Role



Roll over image to zoom in

LEGO

LEGO Ideas Women of Nasa 21312 Building Kit (231 Piece)

★★★★★ 42 customer reviews | 5 answered questions

#1 Best Seller In Building Toys

Price: \$24.99 & FREE Shipping on orders over \$25. [Details](#)

In Stock.

Want it tomorrow, Nov. 16? Order within 16 hrs 14 mins and choose One-Day Shipping at checkout. [Details](#)

Ships from and sold by Amazon.com. Gift-wrap available.

- Features 3 LEGO builds illustrating the areas of expertise of the 4 featured women of NASA
- Includes 4 minifigures: Nancy Grace Roman, Margaret Hamilton, Sally Ride and Mae Jemison
- Nancy Grace Roman's build features a posable Hubble Space Telescope with authentic details and a projected image of a planetary nebula
- Margaret Hamilton's build features a stack of book elements, representing the books of listings of Apollo Guidance Computer (AGC) onboard flight software source code
- Sally Ride and Mae Jemison's build features a launchpad and Space Shuttle Challenger with 3 removable rocket stages
- Includes a booklet with building instructions, plus information about the 4 featured women of NASA, the set's fan creator and the LEGO designers
- Nancy Grace Roman's build measures over 2" (7cm) high, 3" (9cm) wide and 2" (6cm) deep, Margaret Hamilton's build measures over 2" (6cm) high, 3" (8cm) wide and 1" (4cm) deep
- Sally Ride and Mae Jemison's build measures over 4" (12cm) high, 3" (10cm) wide and 2" (6cm) deep

- Product Manager for Fast Track
- Day-to-day job
  - Meetings.... A lot of them
  - Meet customers to understand what the problem are and how do we solve it?
  - Understand trade-offs Speed vs. Scale

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# **Breaking into Product Management**

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- **Undergrad → Job → MBA → Product Manager**
- **Undergrad → Software Engineer/Business Analyst/Program Manager/ etc. → Product Manager**
- **Undergrad → Associate Product Manager**



# But how...

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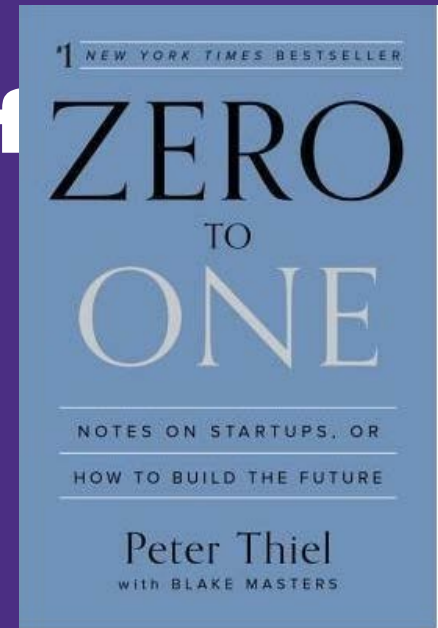
- **Your first job does not matter !**
  - Be a domain expert
- **Side project is always a good idea**
  - Take initiatives and build something from scratch
  - Practice selling your ideas to others
- **Network**
  - Alumni
  - Career Fair

# Things I found that are useful

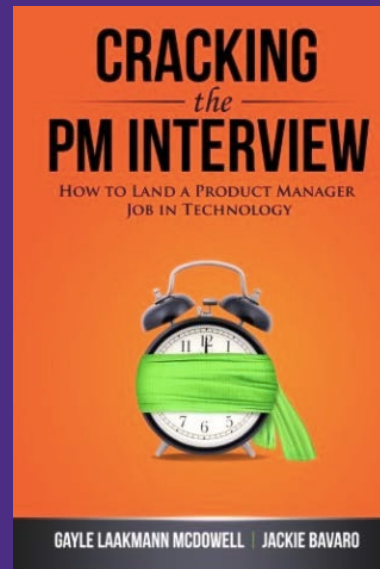
- Youtube



- Books



- Podcast



- Glassdoor



- Be curious

# Recruitment and Interviewing Tips

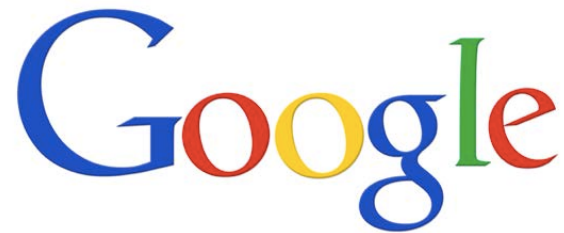
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- Career fair, duh..
- Networking, not just look for a job, but learn about their jobs
- Apply to as many positions as you can!
  - [www.jobs.amazon.com](http://www.jobs.amazon.com)

# Recruitment and Interviewing Tips

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- Each Company has their own bars for hiring PMs



# **Recruitment and Interviewing Tips**

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**What companies want to test you on:**

- **Analytical skills – Quick & scrappy analysis**
- **Problem solving – Case studies**
- **Behavioral – past experience to demonstrate you are a team player, and have a good track record of success**
- **Leadership – influence your peers without authority**

# **In general, for interviews..**

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- You can get things done quickly while maintain high quality of work
- Eager to learn and able to teach others
- Not shy away from taking ownership, ~~“that’s not my job”~~

# Q&A

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