

Product Manager Scorecard

Competencies	Score (rank 1-5, 5 highest)	Assessment Criteria
Product Management Experience (SaaS, market space)		• 3 - 6 years in product management • Experienced in owning backlog, writing user stories, participating in Agile ceremonies, testing, and shipping features • Experience in discovery - identifying hypothesis, conducting customer research, executing tests etc. • Domain expertise in our market space • <i>For TPM - API, integrations; Engineering training or background preferred</i> • <i>For Growth - focus on conversion and funnel optimization</i>
Strategic Planning / Product Prioritization		• Led and partnered on Discovery • Owned backlog and prioritization • Owned and managed roadmap, developing it in partnership with team (e.g. Eng, Design), cross-functional team members • Communicated roadmap across organization. Owned processes to ensure alignment (e.g. post on internal wiki, regular check-ins, demos)
Launch Implementation		• Manage release plans. Identify and confirm readiness for launch • Partners with Marketing, Sales, and Support for go-to-market plans • Own and drafts training documentation. Trained team members, as needed • Reviews post-launch metrics for improvement opportunities

PRODUCT LEADER COACH

		• <i>For TPM - Experience creating and updating technical documentation (e.g. readme, diagrams)</i>
Data-Driven (e.g. data to inform decisions)		• Utilizes various sources of data - quantitative and qualitative - to inform decisions. Data sources include product engagement, support tickets, customer interviews, etc. • Identifies hypotheses and assumptions. Develops frameworks for understanding customers, users, and market. Works to validate needs • Reviews data on a regular cadence (e.g. daily). Gathers data as needed to deep dive on questions and track towards targets
Strong Communicator		• Logical communicator • Highlighted key points for questions, with answers relevant to role • Clear with details sufficient to support story and answer questions • Strong written communication