

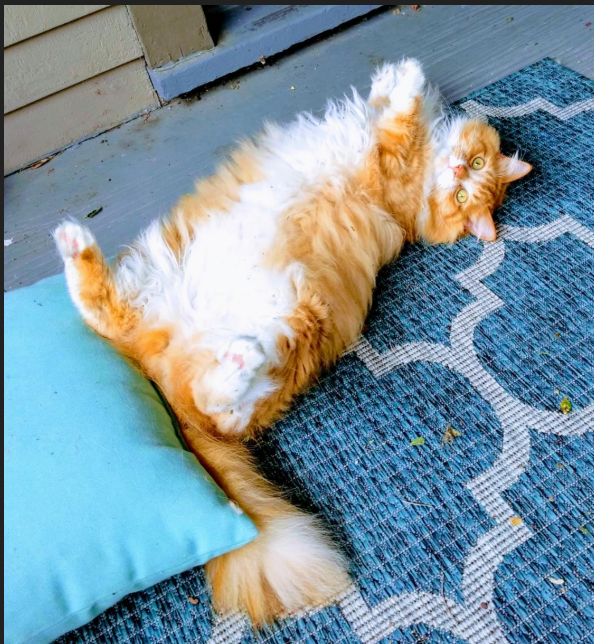
A person's hand is holding a pen, pointing at a map on a table. A cup of coffee and a glass of water are also visible. The text "From Engineering to Product, a Developers Tale" is overlaid on the image.

# From Engineering to Product, a Developers Tale

# About Me

- Self-taught - learned to code online
- Most recently worked as a lead software engineer before getting into product management
- I love cats (like way too much)


No, really - way to much



# What this talk is about

*(besides cats)*

Product Management, how your skills as an engineer can make you an amazing product person, and why you should consider product management as the next step in your career



## But what is Product Management?


### **According to Wikipedia**

Product Management is an organisational function within a company dealing with new product development, business justification, planning, verification, forecasting, pricing, product launch, and marketing of a product or products at all stages of the product lifecycle<sup>1</sup>

# TL;DR

*Within product driven companies -  
the Product team identifies business problems  
and technical solutions to those problems*



A person is seen from behind, climbing a steep, snow-covered mountain. They are wearing a dark jacket and a backpack, and are using a long ice axe to ascend. The mountain's peak is jagged and covered in snow, with some clouds or mist around it. The sky is a deep blue.

# What is a product manager?


## **According to Wikipedia**

They perform market and competition analysis, initiate product and product-specific service improvements, requirement profiles (specifications) for new products and product-specific services, participate in the creation of the specifications, create and implement market launch concepts... The product manager is responsible both for the development of the product strategy and for planning, implementation and coordination of the measures derived from it and for the permanent and final control. They are responsible for managing products across departments.<sup>2</sup>

## TL;DR

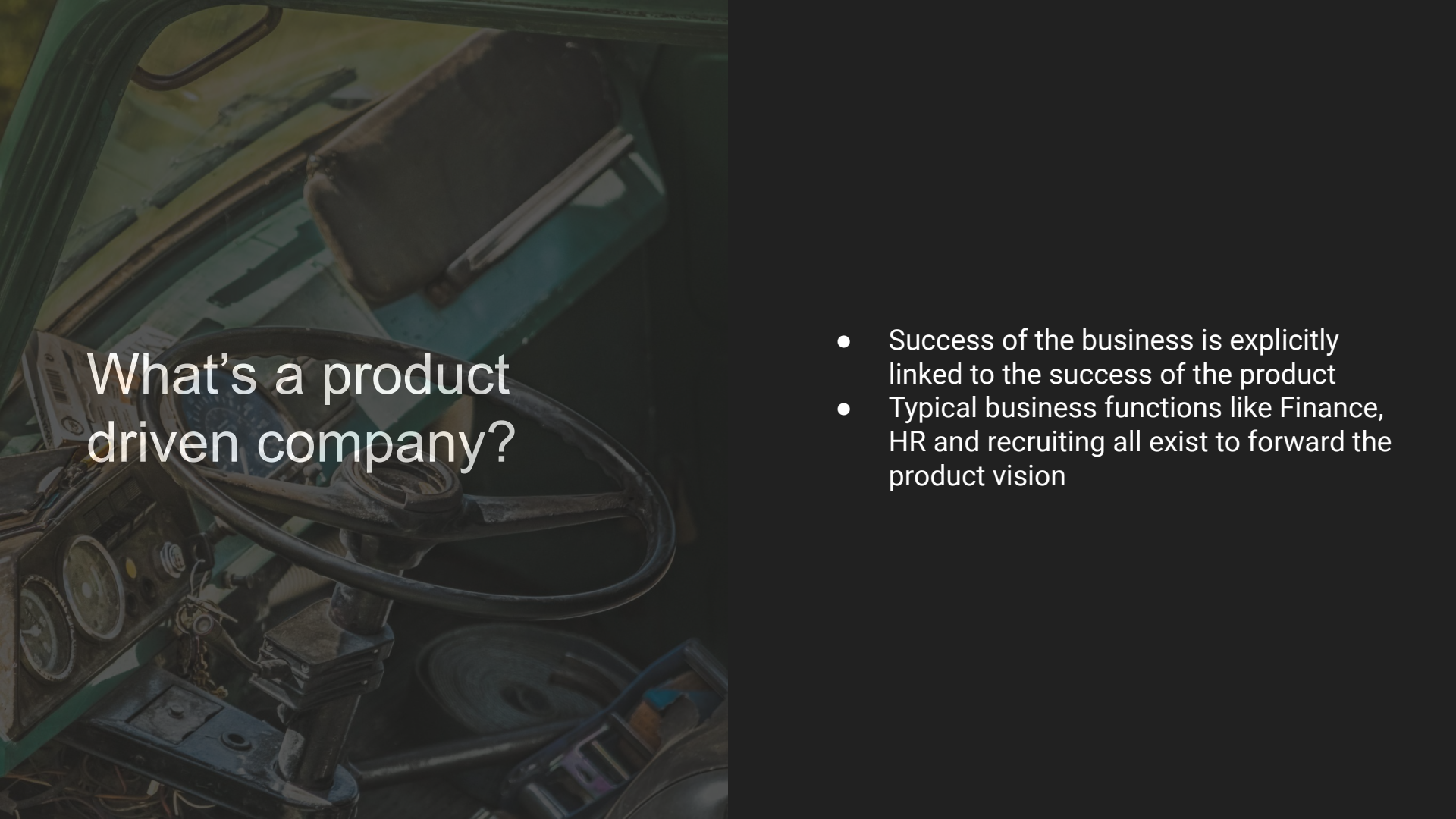
*The Product Manager is ultimately responsible for ensuring that their product solves customer problems - or maybe even just a single problem. They are the “CEO” of their product.*





What does it mean to  
be the CEO of a  
product?

- You own the budget
- You set the Objectives and Key Results (OKR's)
- You are the “Public Face” of your product



# What's a product driven company?

- Success of the business is explicitly linked to the success of the product
- Typical business functions like Finance, HR and recruiting all exist to forward the product vision

A hand is holding a white smartphone over a wooden desk. The desk is covered with various business documents, including a pie chart, a bar chart, and a flowchart. The smartphone screen displays a home screen with a clock, weather, and app icons. The text "What's the alternative to a product driven company?" is overlaid on the image.

What's the alternative to  
a product driven  
company?

- Sales Driven
- Market Driven

A yellow construction crane is shown against a dark, overcast sky. The crane's lattice structure is prominent, and its jib extends across the upper left portion of the frame. The crane's cabin and base are visible in the lower left.

# Which companies are product driven?

*(hint: many)*

Apple *(everyone's favorite example)*

- Notable Products include the iPhone, Apple Card, Apple Pay, MacBook, MacOS, to name a few

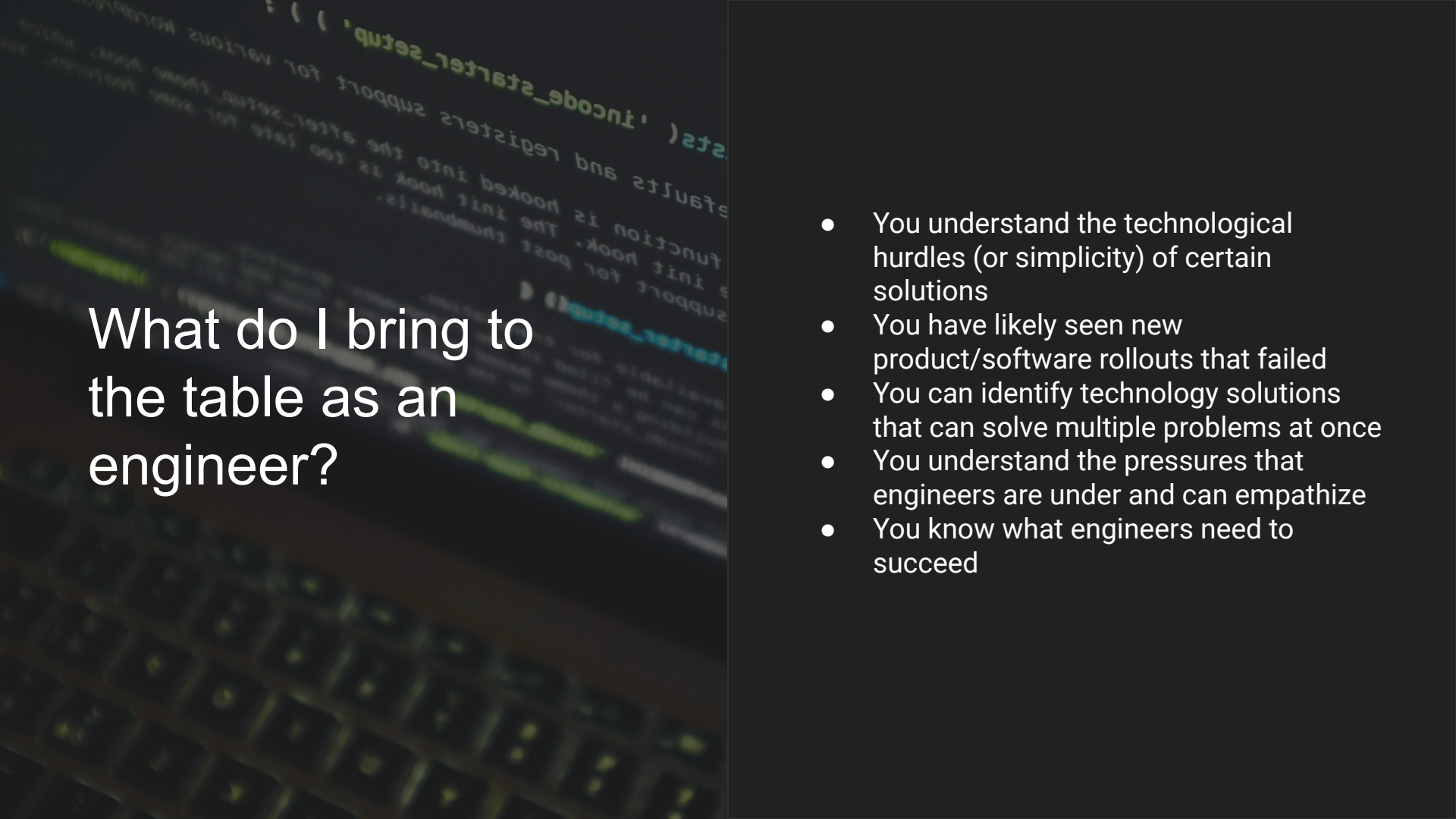
Google

- Notable Products include Search, Maps, Android (the whole OS)

Uber

- Notable Product (singular) is the Uber App





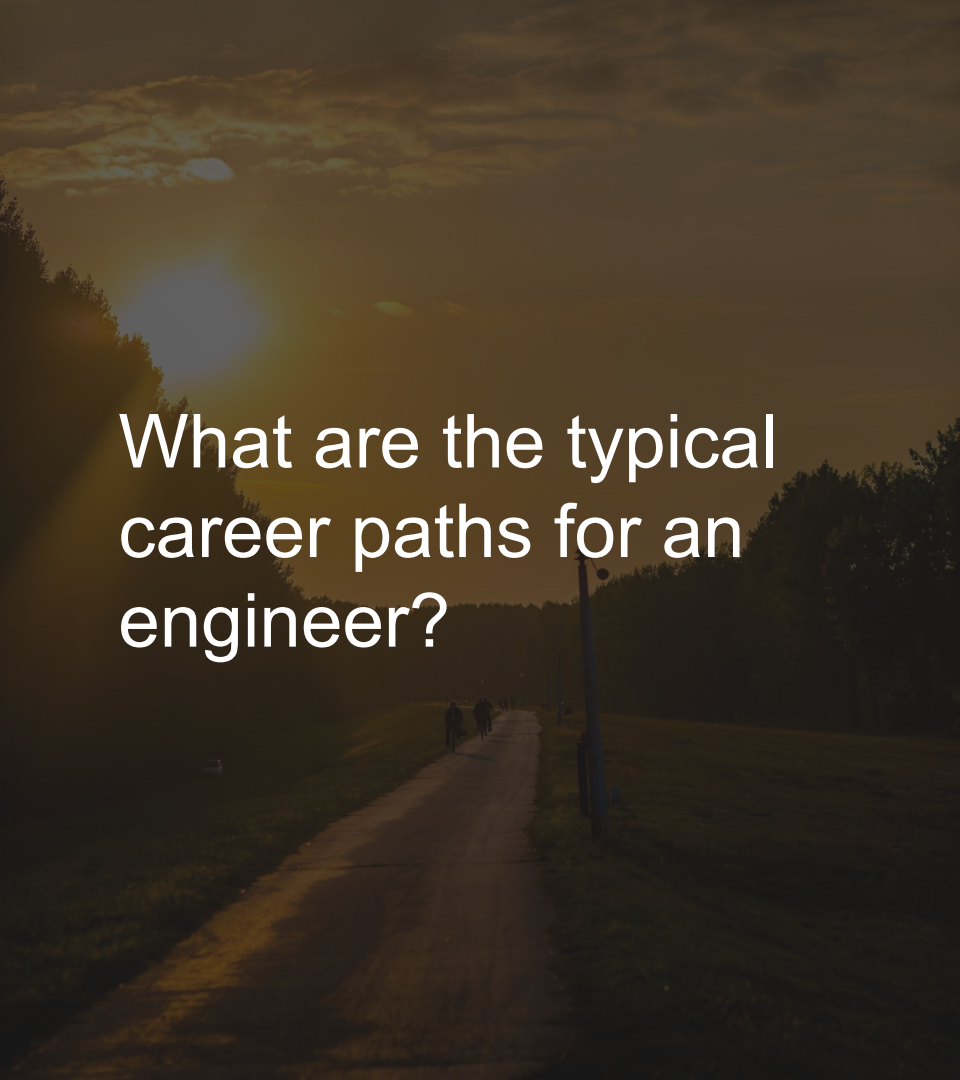
# What do I bring to the table as an engineer?

- You understand the technological hurdles (or simplicity) of certain solutions
- You have likely seen new product/software rollouts that failed
- You can identify technology solutions that can solve multiple problems at once
- You understand the pressures that engineers are under and can empathize
- You know what engineers need to succeed



How has my  
engineering  
background helped  
me in product  
management?

- Understanding ETL flows between applications
  - Helps pinpoint issues when data is missing or incomplete
- Understanding what is possible to build on the front-end with modern Single Page Applications
  - Essential when building client side validations
- Understanding how an application integrates with other applications in its ecosystem
  - Valuable when deciding what needs to be integration tested

A photograph of a dirt path leading into the distance under a sunset sky. The sun is low on the horizon, creating a warm, golden glow. The path is flanked by grass and trees, and a few people can be seen walking in the distance.

# What are the typical career paths for an engineer?

- People Manager
- Senior/Lead Engineer
- Architect





## Why you should consider product management as a career path

- You get to see the larger picture, and have a hand in shaping it
- You get to create - it's a highly creative process

# Attributions

## Wikipedia

1. [https://en.wikipedia.org/wiki/Product\\_management](https://en.wikipedia.org/wiki/Product_management)
2. [https://en.wikipedia.org/wiki/Product\\_manager](https://en.wikipedia.org/wiki/Product_manager)

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