

Product teams in an agile world

What product managers, owners, and marketers do in agile enterprises

Many companies have good product development but inadequate product management processes in places. To start with, roles and titles can be confusing. For example, in some companies a product manager and a business analyst may have the same responsibilities. Agility begins with clarity.

What are the 3 key roles in agile product centered teams?

PRODUCT MANAGER

- Defines the product vision
- Builds a strategic roadmap
- Evaluates the market through research
- Performs financial analysis

PRODUCT OWNER

- Describes the work down to features or stories
- Drives feature prioritization
- Represents the business in sprints

PRODUCT MARKETER

- Maps solutions to customer needs
- Launches product to market
- Tracks product success



Learning is at the heart of what agile product managers, owners and marketers do. Stay on top of:

- Market movement
- Customer needs
- Technology
- Competitors' products

How should you allocate your time with other teams?

BEST PRACTICES FOR AGILE PRODUCT MANAGERS

- 20% with development
- 20% with product owner
- 20% with customers
- 20% with sales
- 20% with business stakeholders

BEST PRACTICES FOR AGILE PRODUCT OWNERS

- 20% with customers
- 20% with product managers
- 60% with development

BEST PRACTICES FOR AGILE PRODUCT MARKETERS

- 20% with customers
- 15% on market research
- 15% with sales
- 30% with product managers
- 20% with marketing counterparts

Want to learn more?

Product teams leverage [Jira Align](#) to build what matters most to their customers.

[Watch our webinar](#) on product management and agility.

