### Proposed Session

How to measure the performance of Product Manager

### Session Leader

Firstname Lastname

### Website (optional)

www.example.org

### Format

Presentation + group discussion

### Description

“How to measure performance of Product Managers?

Product managers are important contributors to successful business of a product and/or service companies.

What are the key KPI’s to measure success of a product manager?

Probably the easiest (most used) way is to measure financial targets. How does his product(s) perform i.e. revenue and profit in a given timeframe.

Sometimes a clear deliverable is defined having qualitative or quantitative measure points (e.g. market study, # customer trials etc.).

Also targets tied to milestone/release schedules are common.

Are there other ways to measure Product Managers? Which KPI’s fit to which lifecycle phase of the product? Which KPI’s can be applied for more strategic targets?”

### Presenter Bio

“***Firstname*** is a seasoned product management expert having experience of all phases of product life cycles with many different products. ***Firstname*** has also worked in business development, sales and delivery, helping him to understand external expectations for product management. Currently ***Firstname*** work as a PM professional and coach in Company Ltd helping companies to develop PM as a competitive advantage.”