

# Ein Kompass für Produktmanager

Gerald Heller, Consultant und Trainer

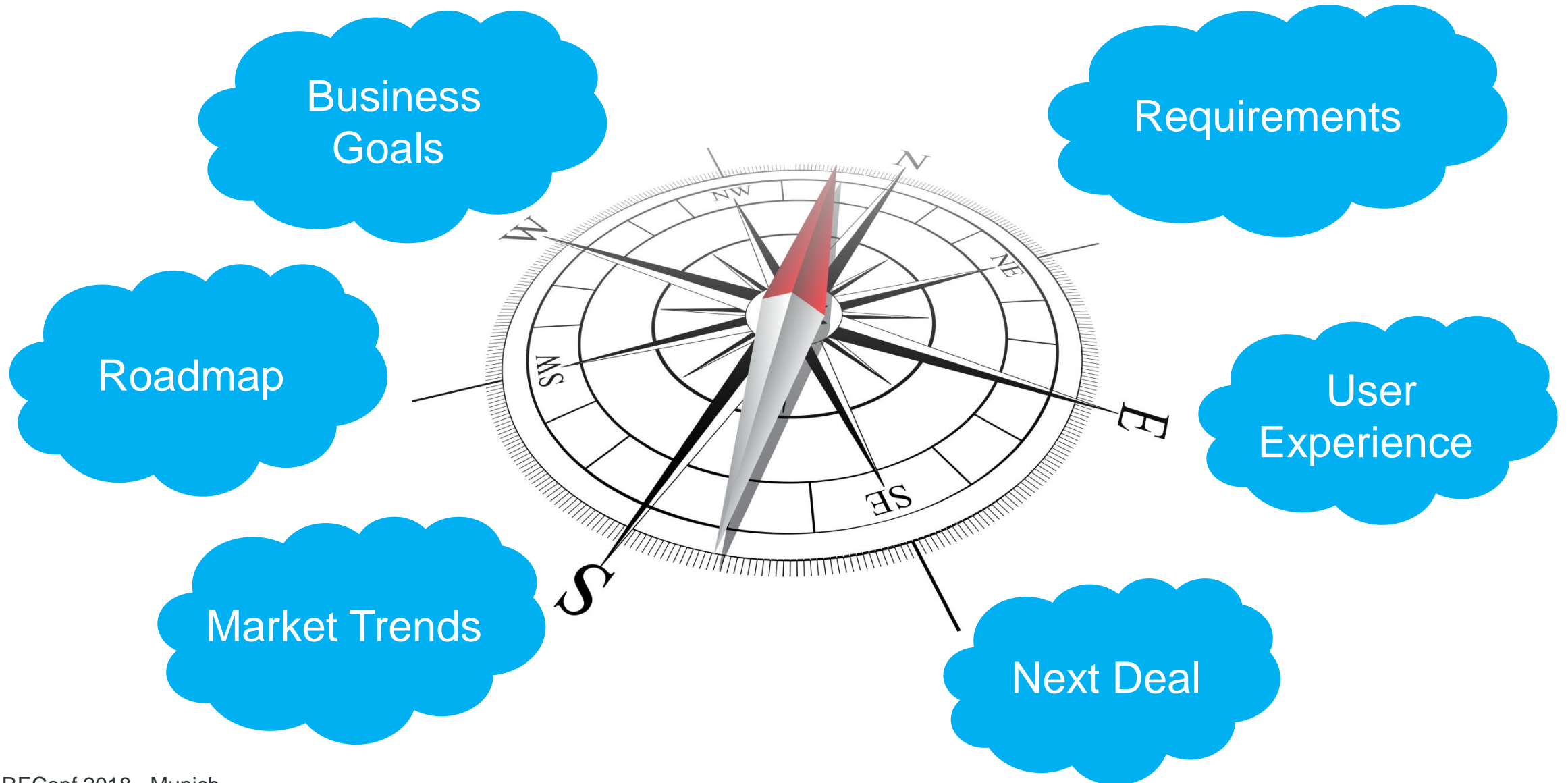
Boardmitglied der International Software Product Management Association (ISPMA)

“A good product manager is  
the CEO of the product.”

*Ben Horowitz: Good Product Manager, Bad Product Manager*

*Weiss, Noah: 50 Articles and Books that will Make You a Great Product Manager, [medium.com/@noah\\_weiss](https://medium.com/@noah_weiss), 2014*

# Orientation for Software Product Manager



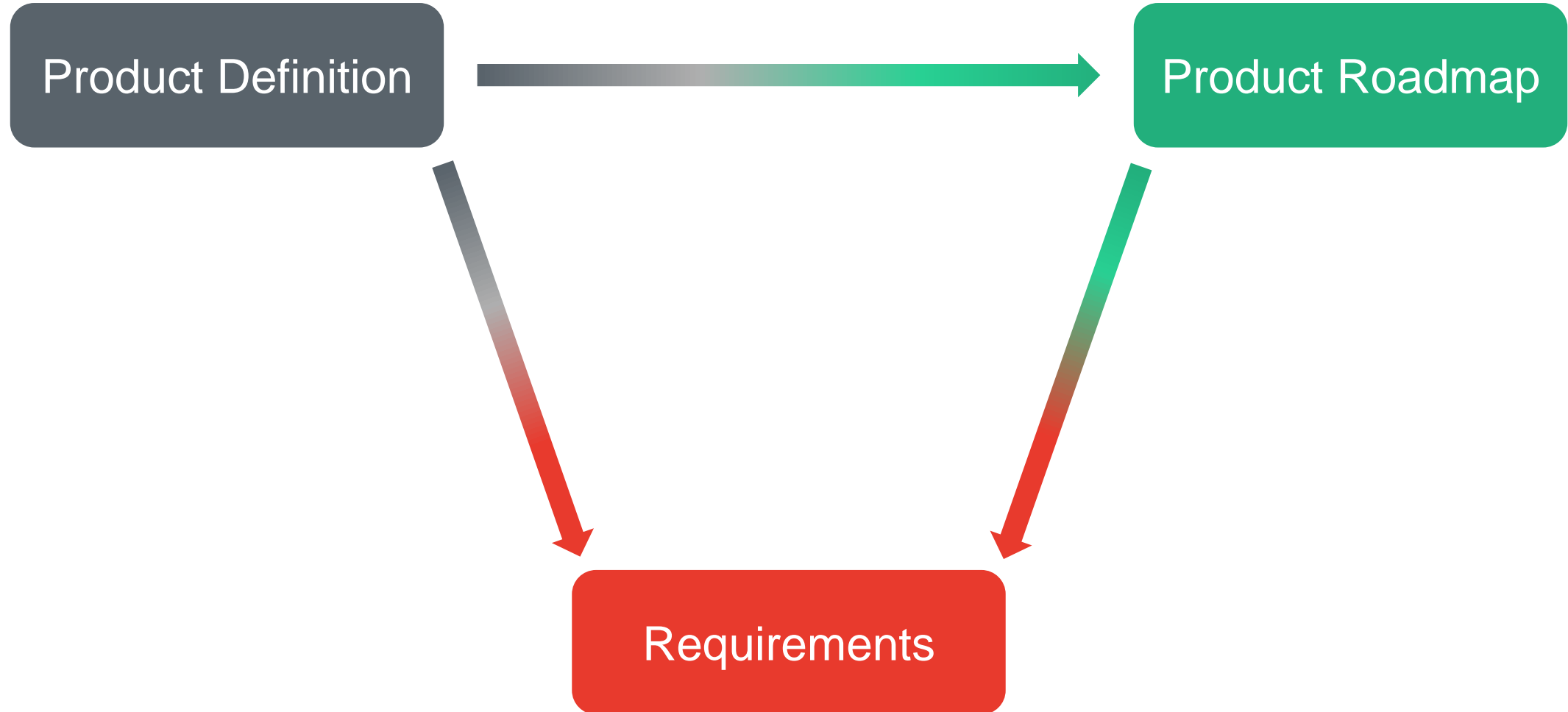


Product Strategy?

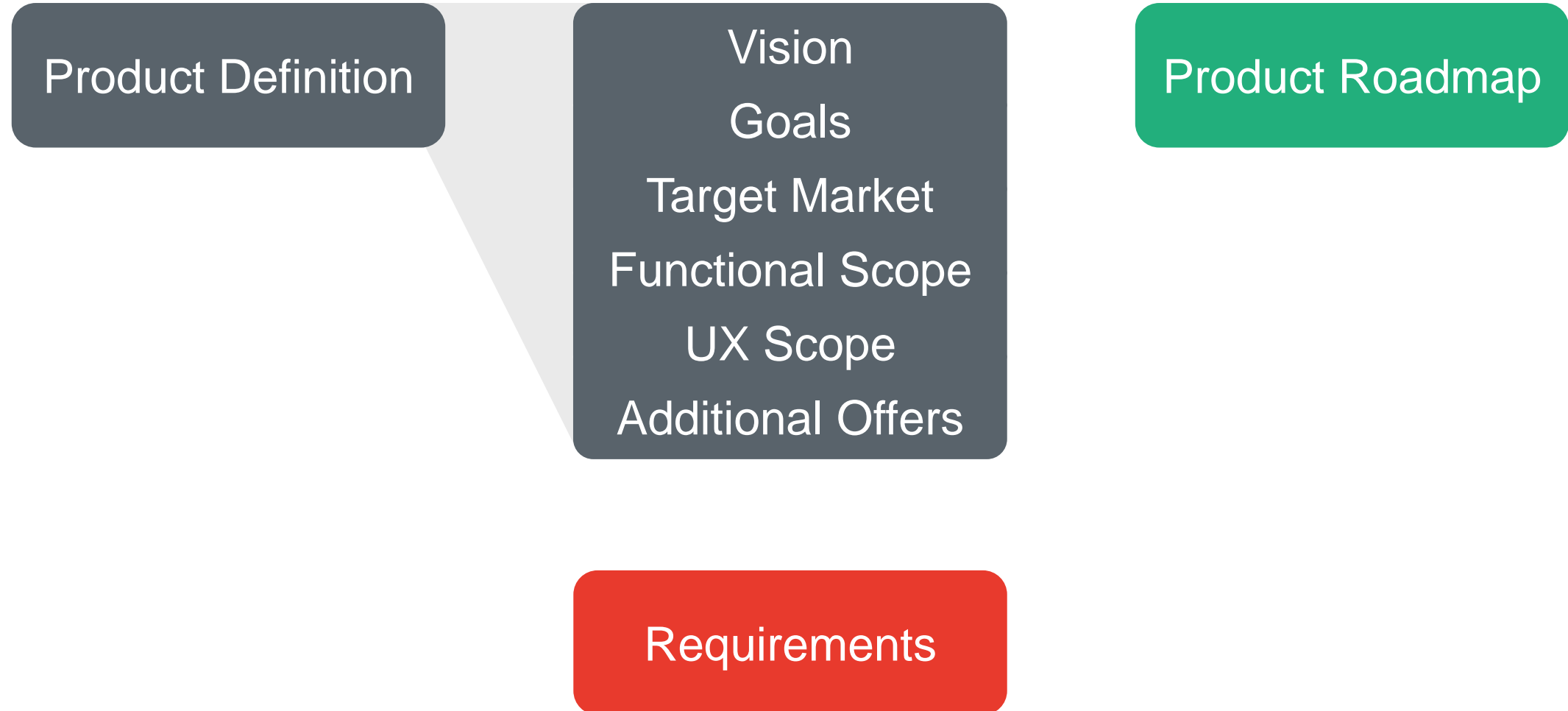
Product Plan?

How to Engage  
Everyone?

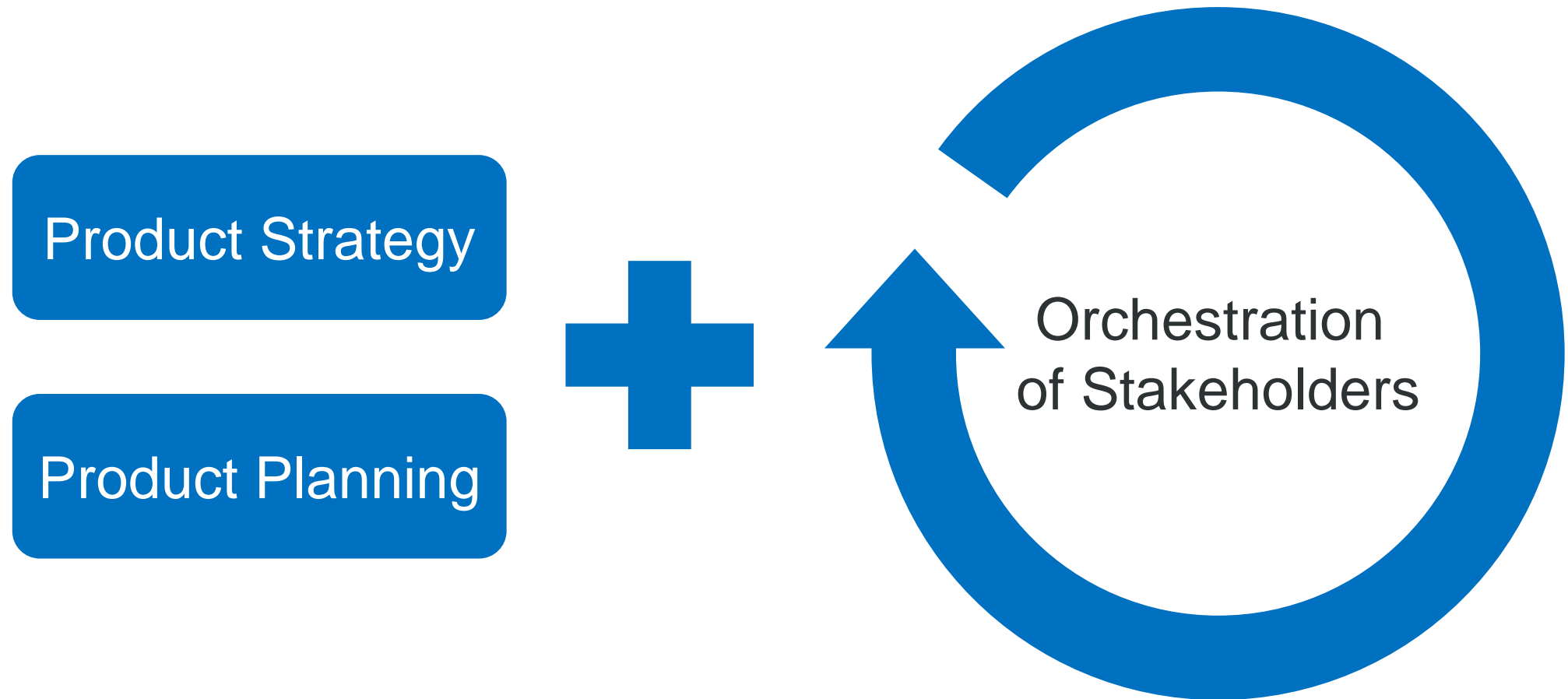
# Requirements Need Context



# Requirements Embedded in Context



# The ISPMA Foundation for SPM Success



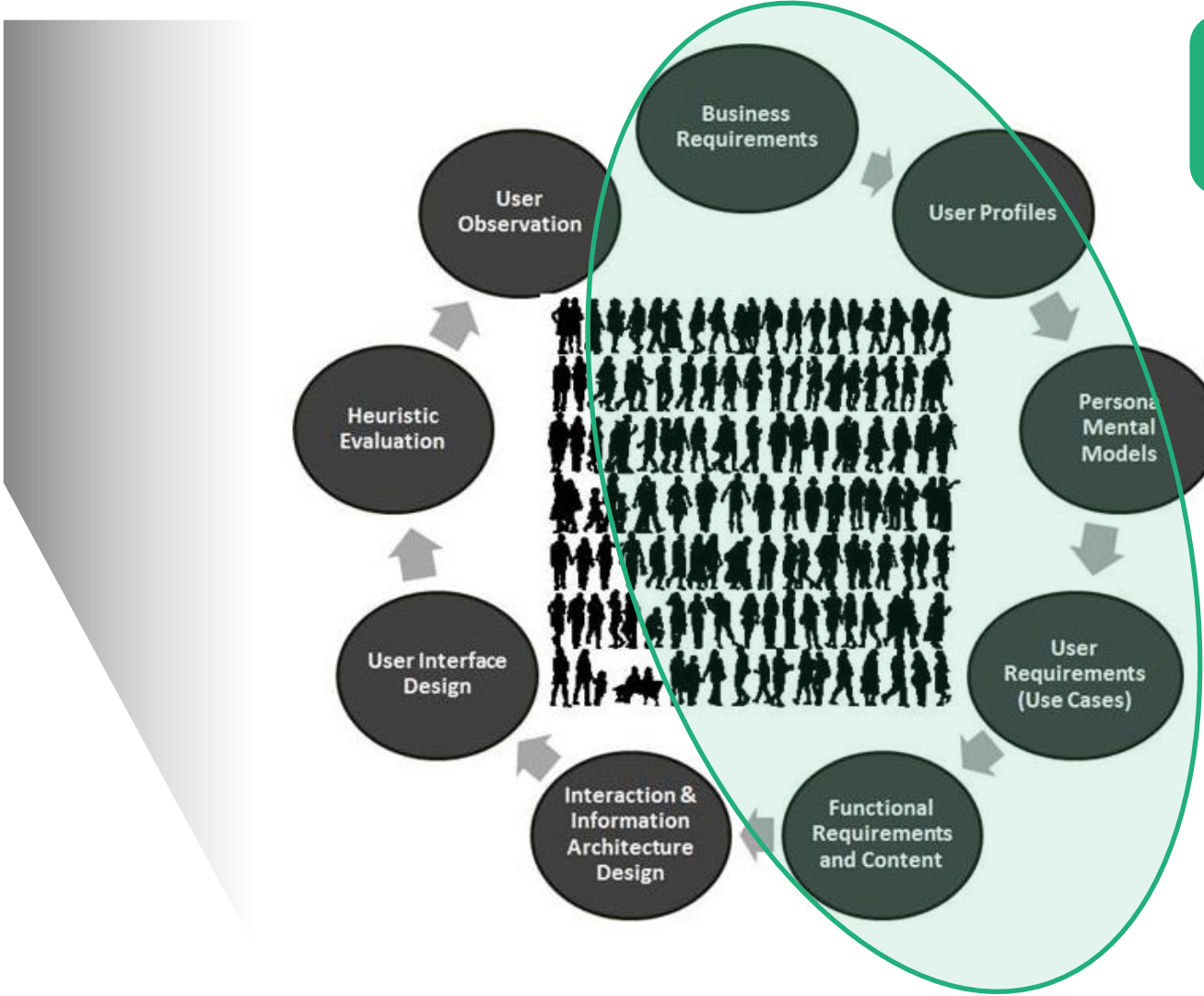
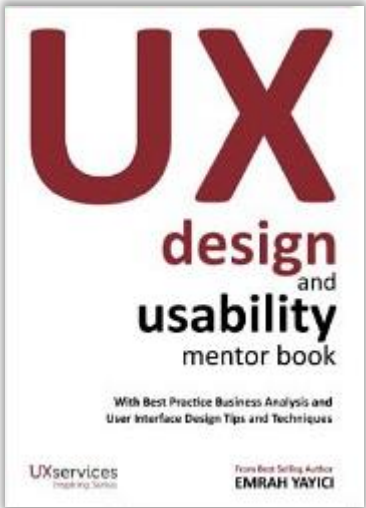
# Activities within the Product Management Framework

Strategic Management	Product Strategy	Product Planning	Development	Marketing	Sales and Distribution	Service and Support
Corporate Strategy	Positioning and Product Definition	Product Life-Cycle Management	Engineering management	Marketing planning	Sales planning	Service Planning and Preparation
Portfolio Management	Delivery Model and Service Strategy	Roadmapping	Project management	Customer analysis	Channel preparation	Service provisioning
Innovation Management	Sourcing	Release Planning	Project Requirements engineering	Opportunity management	Customer relationship management	Technical support
Resource Management	Business Case and Costing	Product Requirements Engineering	User Experience Design	Marketing mix optimization	Operational Sales	Marketing support
Market Analysis	Pricing		Quality management	Product Launches	Operational distribution	Sales support
Product Analysis	Ecosystem Management			Operational marketing		
	Legal and IPR Management					
	Performance and Risk Management					
Participation	Core SPM		Orchestration			





# Example: Requirements and UX Intertwined



RE Techniques

# About ISPMA

## Vision

*Foster software product management excellence across industries by establishing software product management as a discipline of its own in both academia and industry*

ISPMA develops and maintains SPMBok and Curriculum

Members: More than 1000

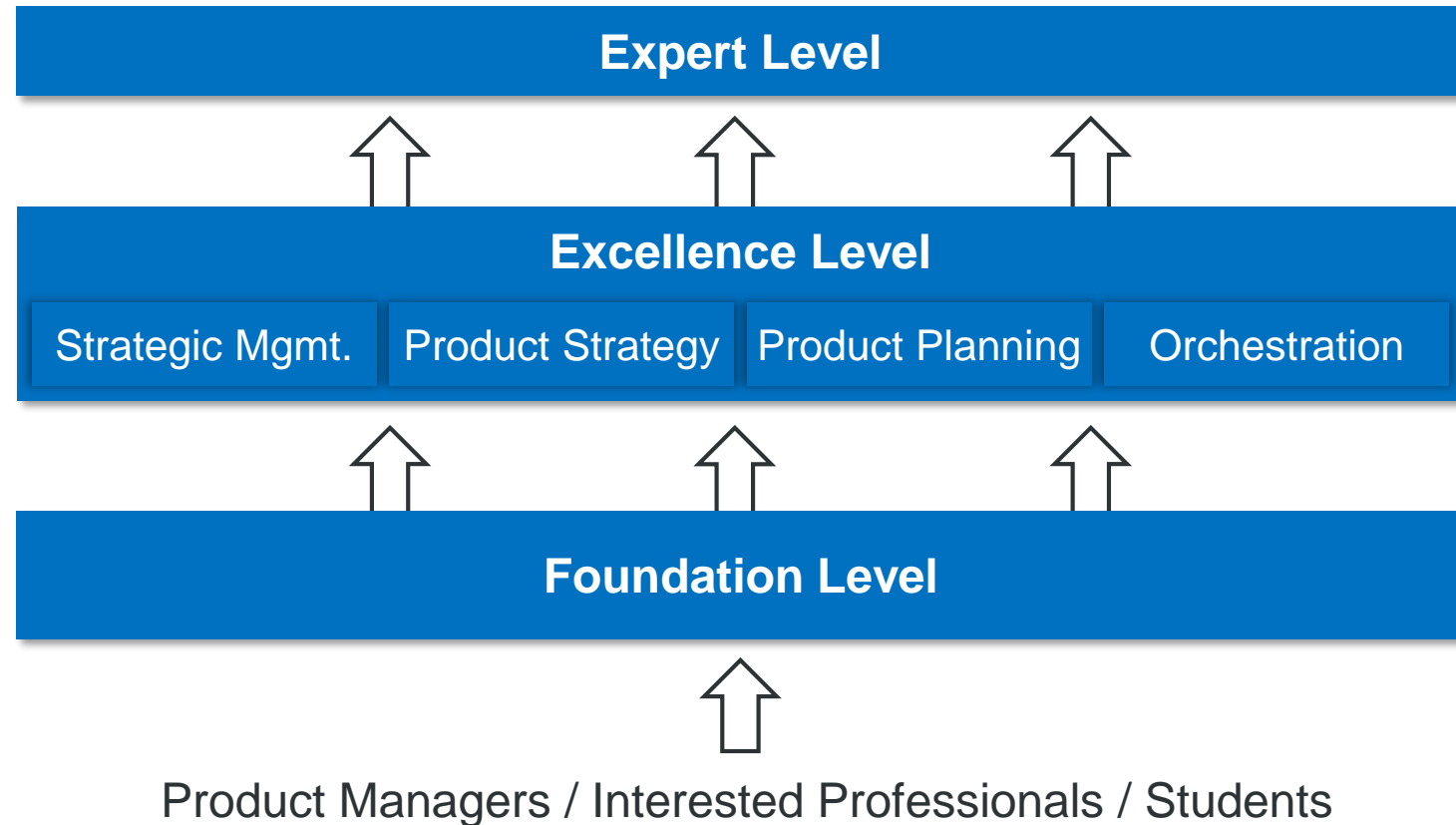
Over 600 certifications worldwide

Founded in 2008

# ISPMA Curriculum



**ISPMA  
Certified  
Software  
Product  
Manager**



# ISPMA - Strict Separation of Concerns

## ISPMA

Non-profit organization that develops SPM Body of Knowledge and certifications

## Training Providers and Trainers

Commercial organizations that conduct trainings based on ISPMA syllabi - approved by ISPMA

## Certification Agencies

Independent commercial companies that conduct exams and issue certificates on behalf of ISPMA



Fully compliant with ISO/IEC 17024

# The ISPMA-Compliant Study Guide and Handbook



“Software-intensive products are at the heart of many businesses, so product management is a paramount business activity. But how can businesses be perfect at it? This book is the answer. It is your vademecum for all product management topics and aspects.”

**Dr. Karl Michael Popp**, Chief Product Expert + Director Corporate Development, **SAP SE**, Germany

“By reading and applying the lessons from this book, you will gain strategic advice, practical techniques, and great insights into how to accelerate SPM (software product management) success. These practices and methods will be useful to executives and practitioners in this demanding area.”

**Michael Eckhardt**, Managing Director, **CHASM Institute**, California, USA

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# Thank you!



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Member of .group

## **Consultant & Trainer**

Software product management

Requirements management & agile development

## **Senior Software Engineering Expert**

Blog MakingOfSoftware.com, pd7.group

## **Professional Communities**

GI, ASQF

ISPMA – Founding Member & Current Member of the Board