

KEY STATS

PRODUCT MARKETING MANAGERS

PRODUCT MANAGERS

STRATEGIC ACTIVITIES

- Tracking product profitability (e.g. P&L)
- Making buy, build or partner decisions
- Setting and maintaining pricing
- Creating and updating the business plan
- Managing product portfolios
- Defining the right distribution strategy for the product
- Defining market segments to target
- Performing market sizing
- Articulating distinctive competence
- Performing win/loss analysis
- Understanding market problems

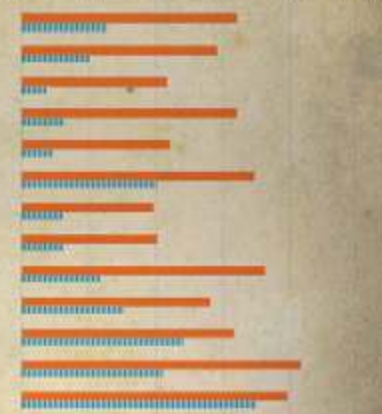
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MARKETING ACTIVITIES

- Success stories
- Building awareness plans
- Measuring the ROI of marketing programs
- Managing marketing programs
- Lead generation
- Thought leadership
- Launch planning
- Building customer retention plans
- Building customer acquisition plans
- Buyer personas
- Understanding the sales process
- Defining market messages
- Defining positioning

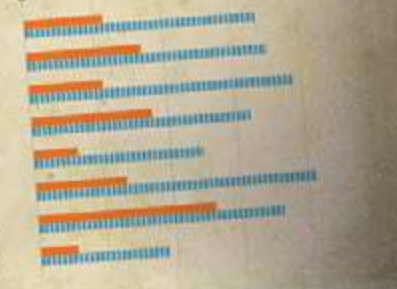
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TECHNICAL ACTIVITIES

- Monitoring product milestones
- Defining use scenarios
- Writing product requirements
- Defining user personas
- Managing innovation
- Maintaining the roadmap
- Performing competitive analysis
- Performing technology assessment

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SALES ACTIVITIES

- Answering sales questions by email or phone
- Staffing seminar and tradeshow events
- Going on sales calls
- Creating presentations and demos
- Writing competitive checklists
- Writing white papers
- Creating collateral and sales tools
- Providing sales channel training

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PRODUCT MARKETING MANAGERS



Responsibilities



| KEY ACTIVITIES | MARKETING PCT. |
|------------------------------------|----------------|
| Defining market segments to target | 60 |
| Understanding market problems | 81 |

| STRATEGIC PCT. | TECHNICAL PCT. |
|----------------------|----------------|
| Defining position | 79 |
| Competitive analysis | 72 |

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PRODUCT MANAGERS



Responsibilities



| KEY ACTIVITIES | MARKETING PCT. |
|------------------------------------|----------------|
| Defining market segments to target | 59 |
| Understanding market problems | 90 |

| STRATEGIC PCT. | TECHNICAL PCT. |
|----------------------|----------------|
| Defining position | 70 |
| Competitive analysis | 77 |