

# ROCK STAR PERSONALITIES

**PRODUCT LEADERS** likely wouldn't be attracted to product management or marketing as a career without some mix of these traits.



Intellectually curious. Want to learn about new things and are typically voracious readers.



Can command the attention of a room and have a sheer force of will that is immediately apparent when you meet them.



Hate to lose and are ruthless competitors.



Look for the bright side in every situation.



Lead by example. Wouldn't ask the team to take on a task they wouldn't be comfortable doing themselves.



Confident in themselves, their data and their ability to project their own confidence onto a group of peers or employees.



Want to win the right way. Have a strong set of personal ethics and stick to them—even when it's uncomfortable.



About more than just the job; they have lives and interests beyond work. Their interests often feed back into their work lives



Demonstrate a thirst for knowledge, specifically as it applies to the business at hand. Expert at becoming an expert.

