

THE 17TH ANNUAL

PRODUCT MANAGEMENT AND MARKETING SURVEY



It's Pragmatic Marketing's 17th annual industry survey where we check the pulse of today's product management and marketing professionals, tracking all their vitals, finding out what ails them and looking at the overall health of their compensation. Over 3,500 individuals responded to this year's survey, allowing us to perform the most thorough checkup yet!



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THE VITALS

2017 PRAGMATIC MARKETING PRODUCT MANAGEMENT AND MARKETING SURVEY

Name: **A. Typical**

Gender: **Male**

61%
Male

Age: **35-44**

Occupation: **Product Manager/
Product Marketing Manager**

Over 1000 unique
titles reported by
respondents

Experience in industry: **6+ years**

Experience in role: **1-2 years**

Only 17% had 5+
years in role

Education: **Bachelor's degree+**

3% don't just play
doctor on TV, they
have a PhD

Technical skill level:

Very technical Somewhat technical Not technical

Professional certificates held: **1-3**

Importance of professional certificates to your career:

Very Important Somewhat important
 Somewhat unimportant Very unimportant

Department role:

Individual contributor Department head Executive

Number of products
managed or worked with: **3**

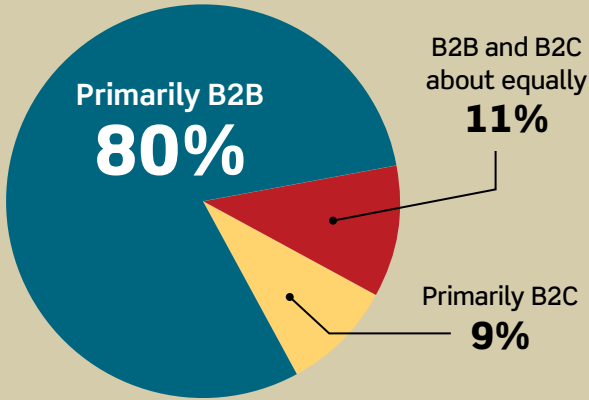
22% of
respondents
managed 10+
products

Of the 35%
who selected
department head
or executive, just
27% managed 7+
people

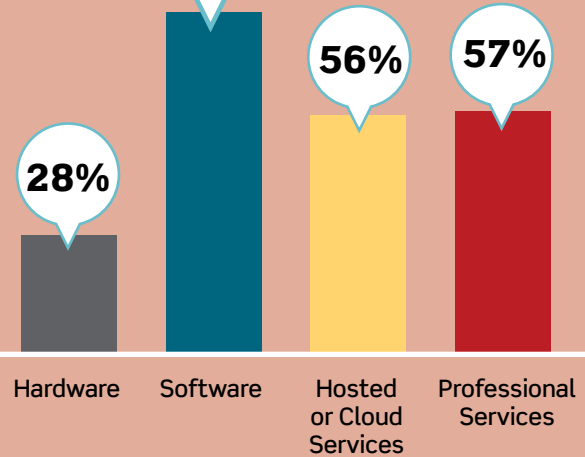
ENVIRONMENTAL FACTORS

Your environment has a direct impact on your overall health and happiness. So we asked this year's respondents to tell us about the organizations they work for.

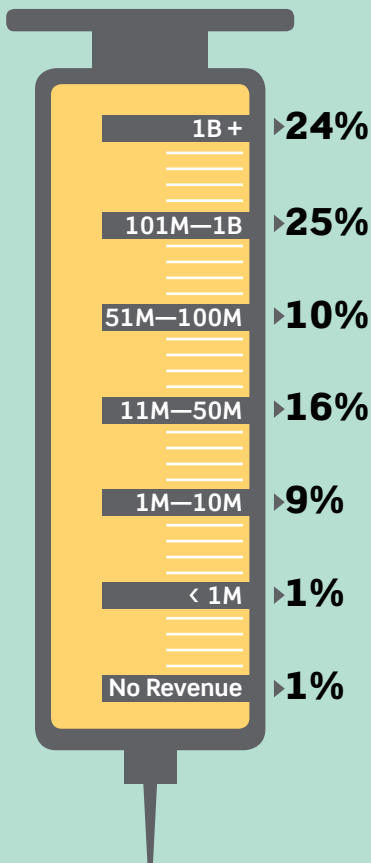
MARKET SERVED



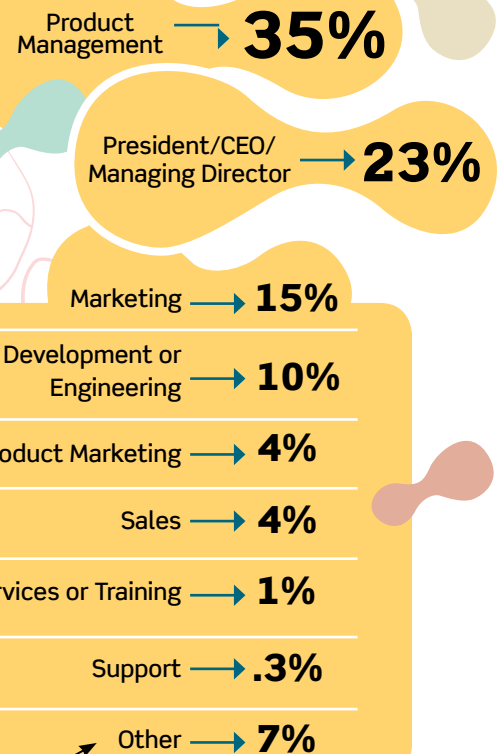
80% PRODUCT TYPES OFFERED



ANNUAL COMPANY REVENUE



WHERE DEPARTMENT REPORTS TO

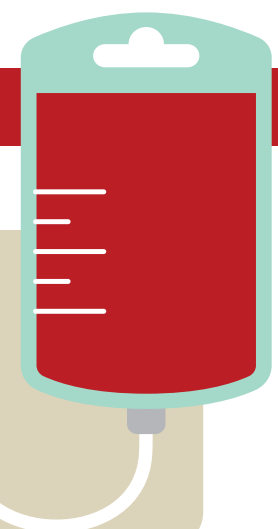
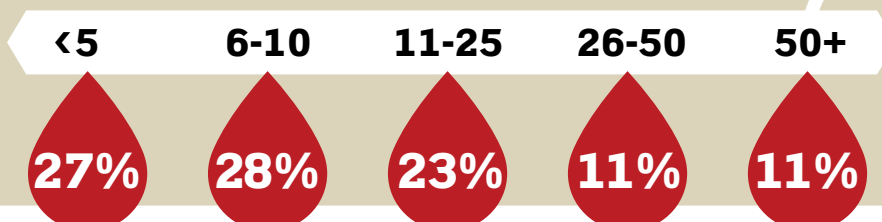


Emerging Trend?

Over 20% of those who selected 'Other' stated that their department reports to the head of operations.

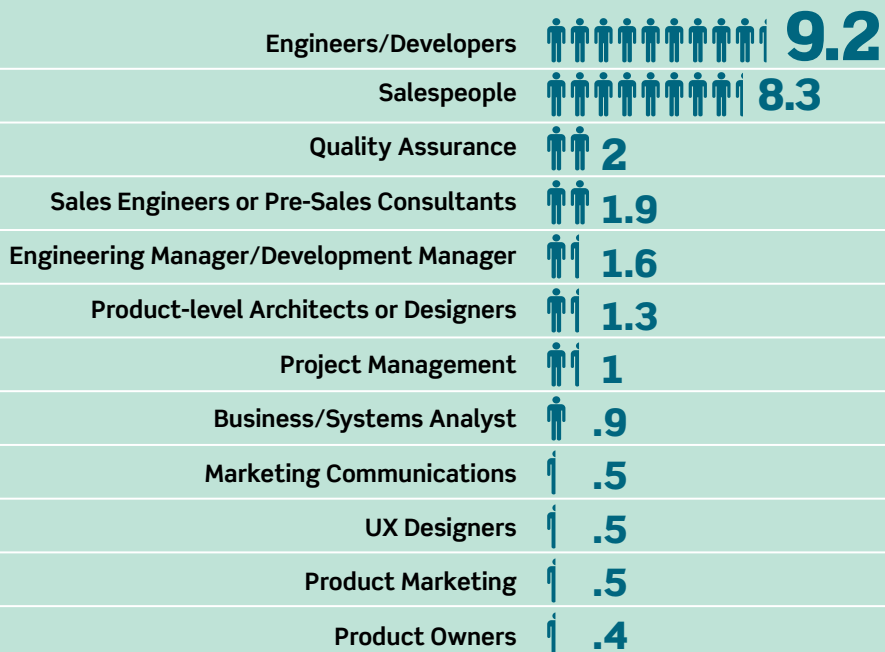
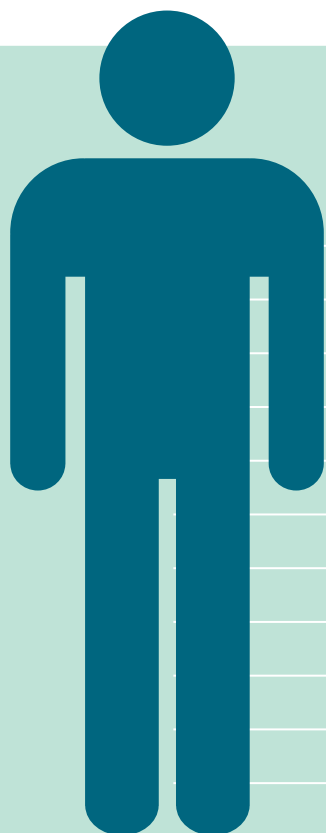
ENVIRONMENTAL FACTORS

NUMBER OF PEOPLE IN THE DEPARTMENT



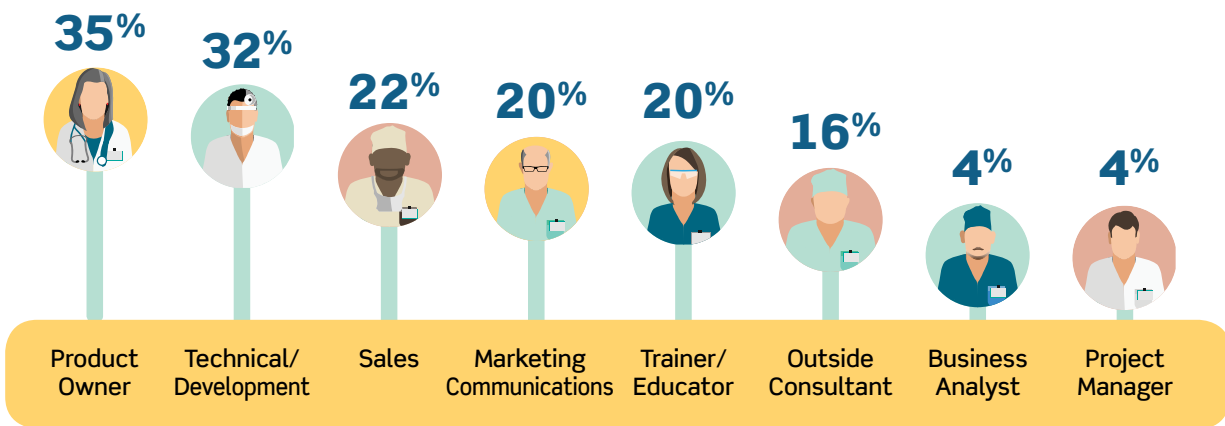
HOW DEPARTMENT SIZES COMPARE

For every one product manager at their company, respondents reported:



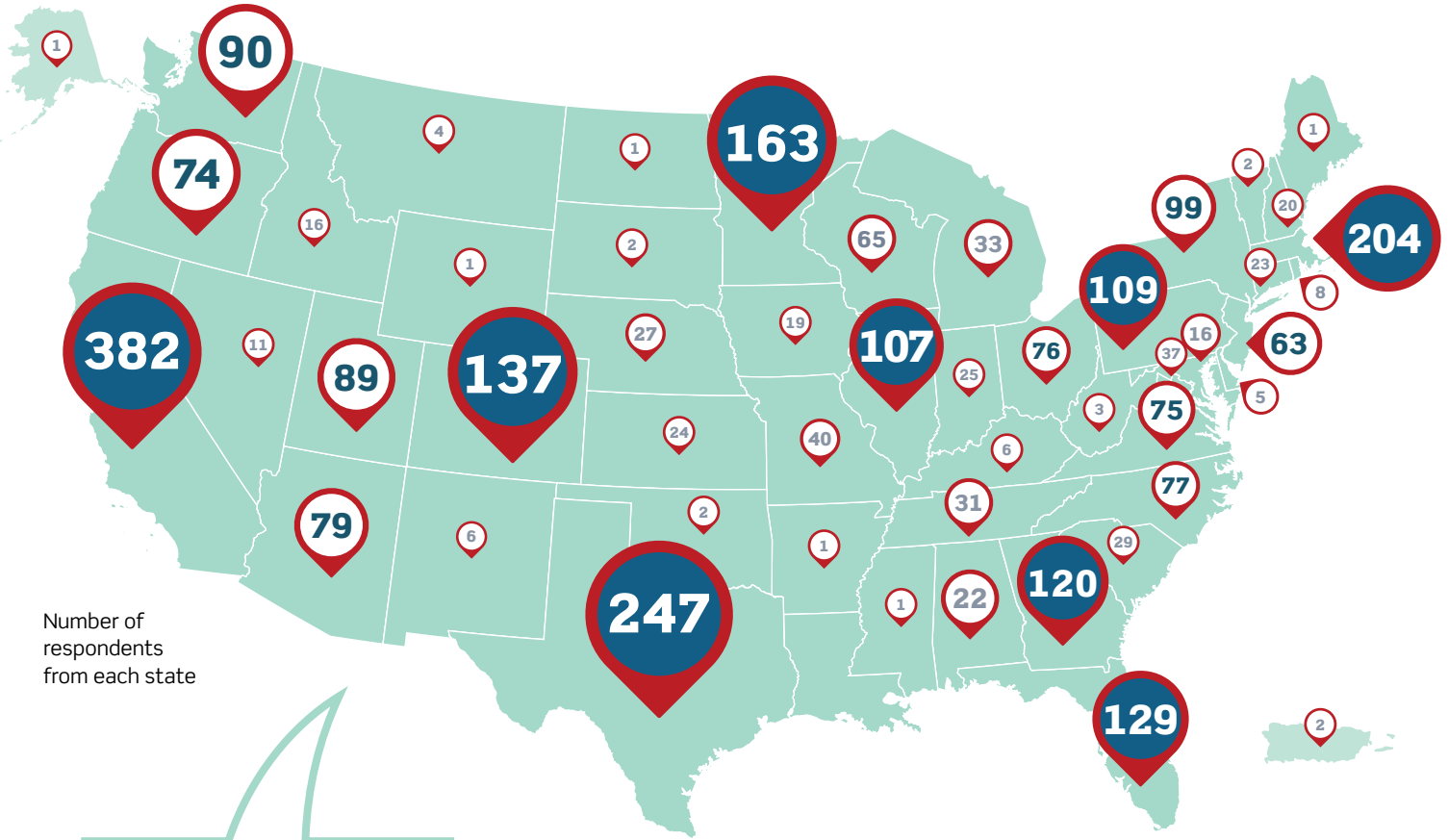
OTHER ROLES HELD IN CAREER

Some of our respondents knew these other roles quite intimately, having held them previously.

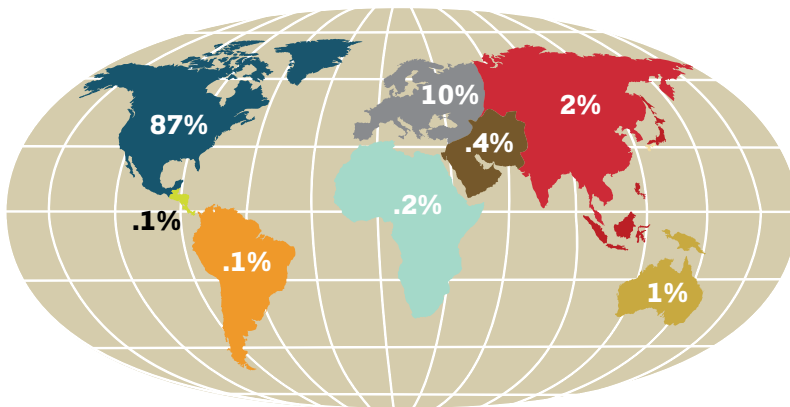
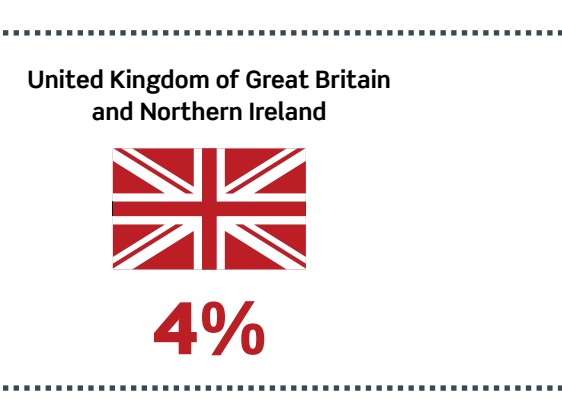
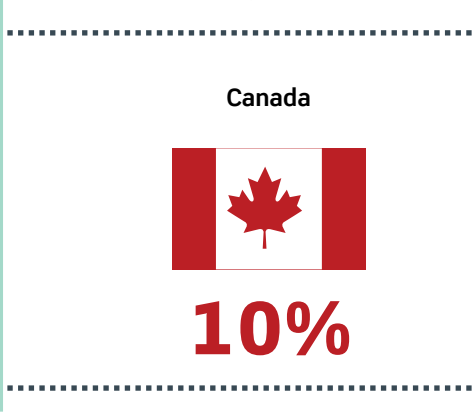
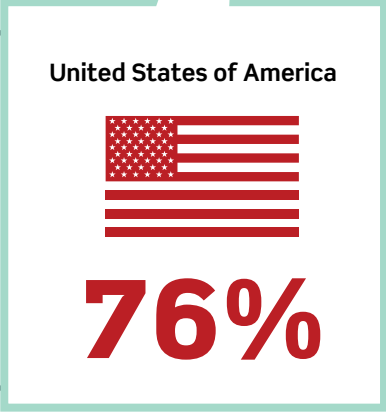


THE GREATEST ENVIRONMENTAL FACTOR: WHERE DO THEY LIVE?

For this year's survey, we had respondents from **EVERY STATE** except Louisiana and Hawaii and from **56 COUNTRIES**.



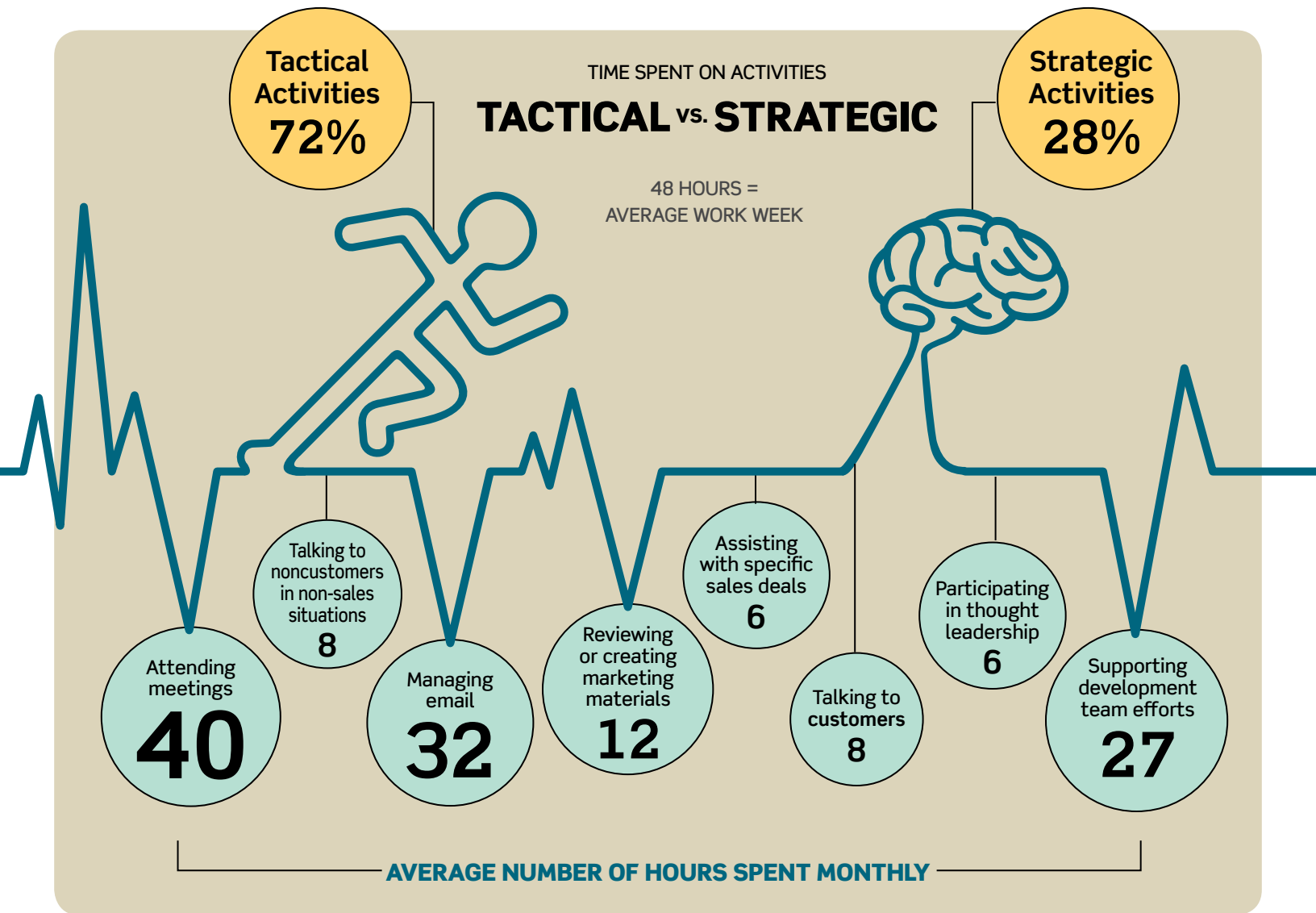
Number of respondents from each state



- North America
- Europe
- Asia
- Oceania
- Middle East
- Africa
- Central America
- South America

ACTIVITY LEVELS

We all know staying active is key to a healthy lifestyle. Let's take a look at what kind of activities kept our respondents' pulses racing.



WHERE THEY SPEND THE MAJORITY OF THEIR TIME

41% 

Deciding what should go in products

26% 

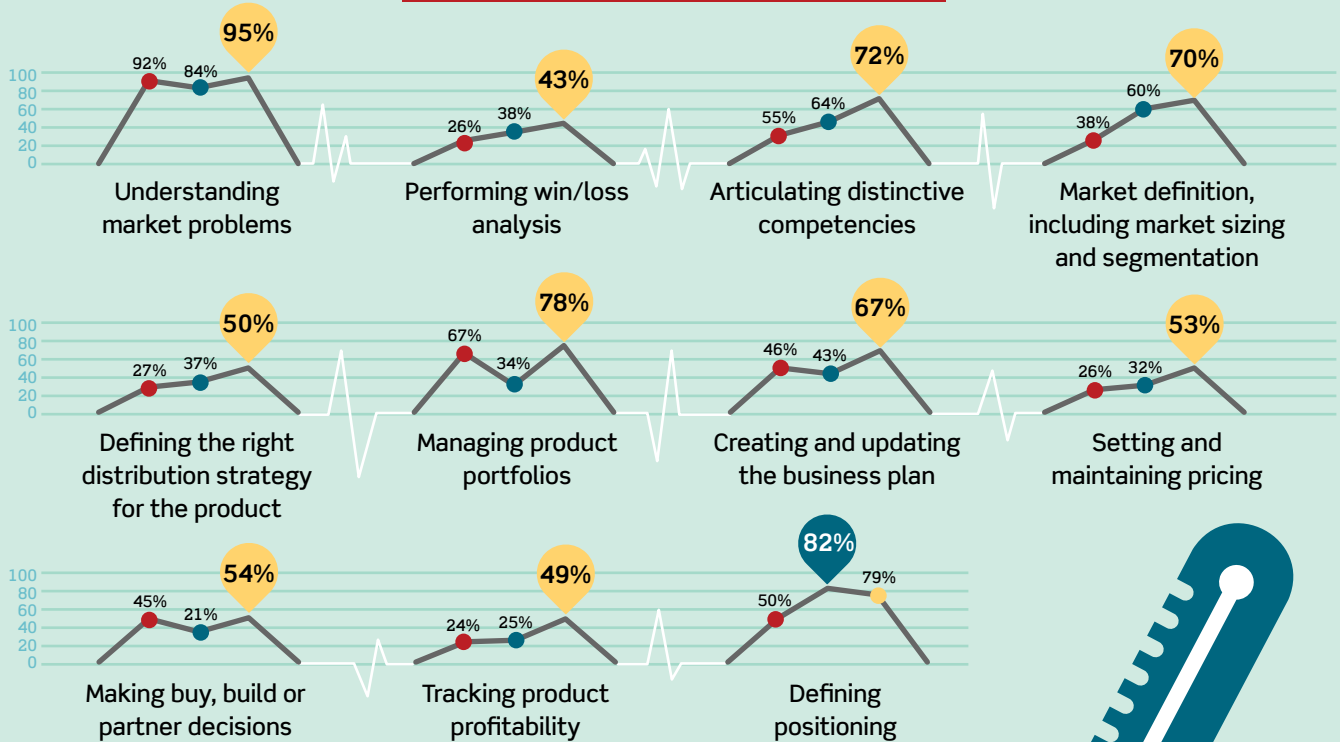
Creating and executing go-to-market strategies for products

33% 

Each about equally

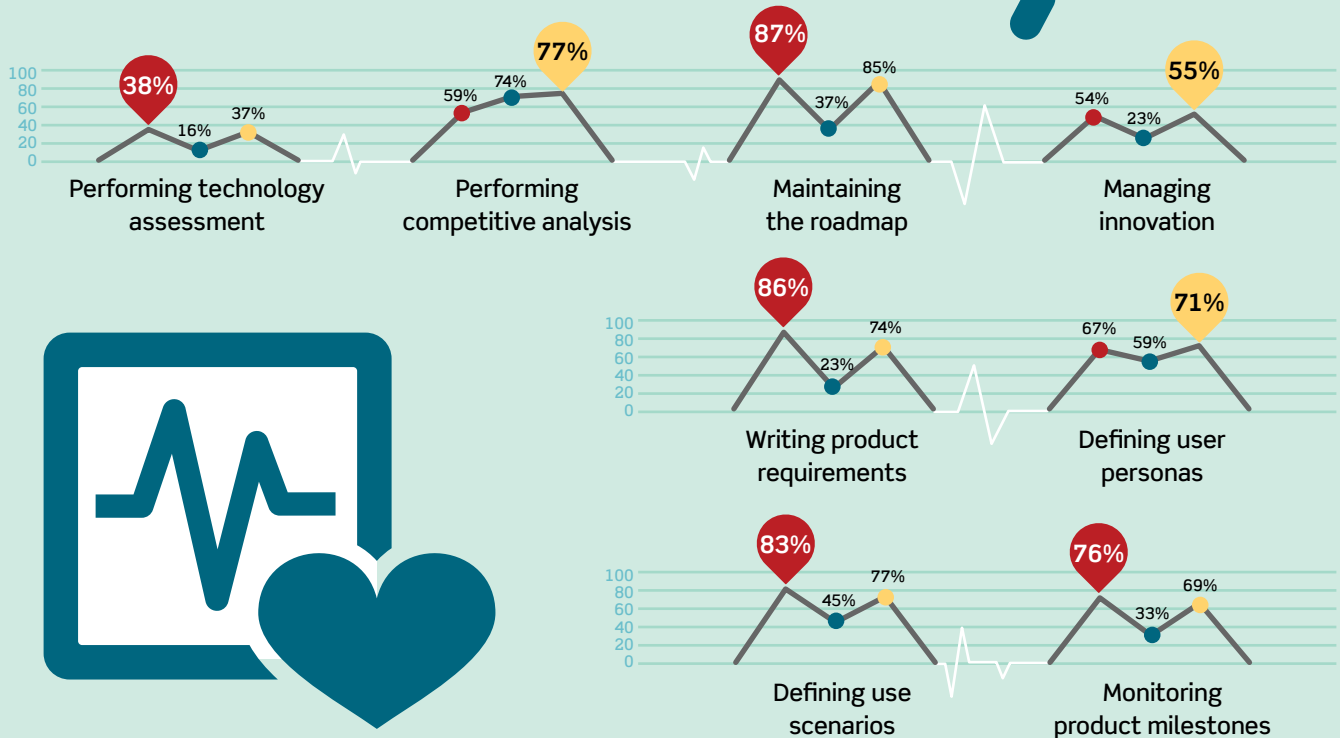
Where they spent the majority of their time drove the specific activities they were responsible for:

BUSINESS ACTIVITIES



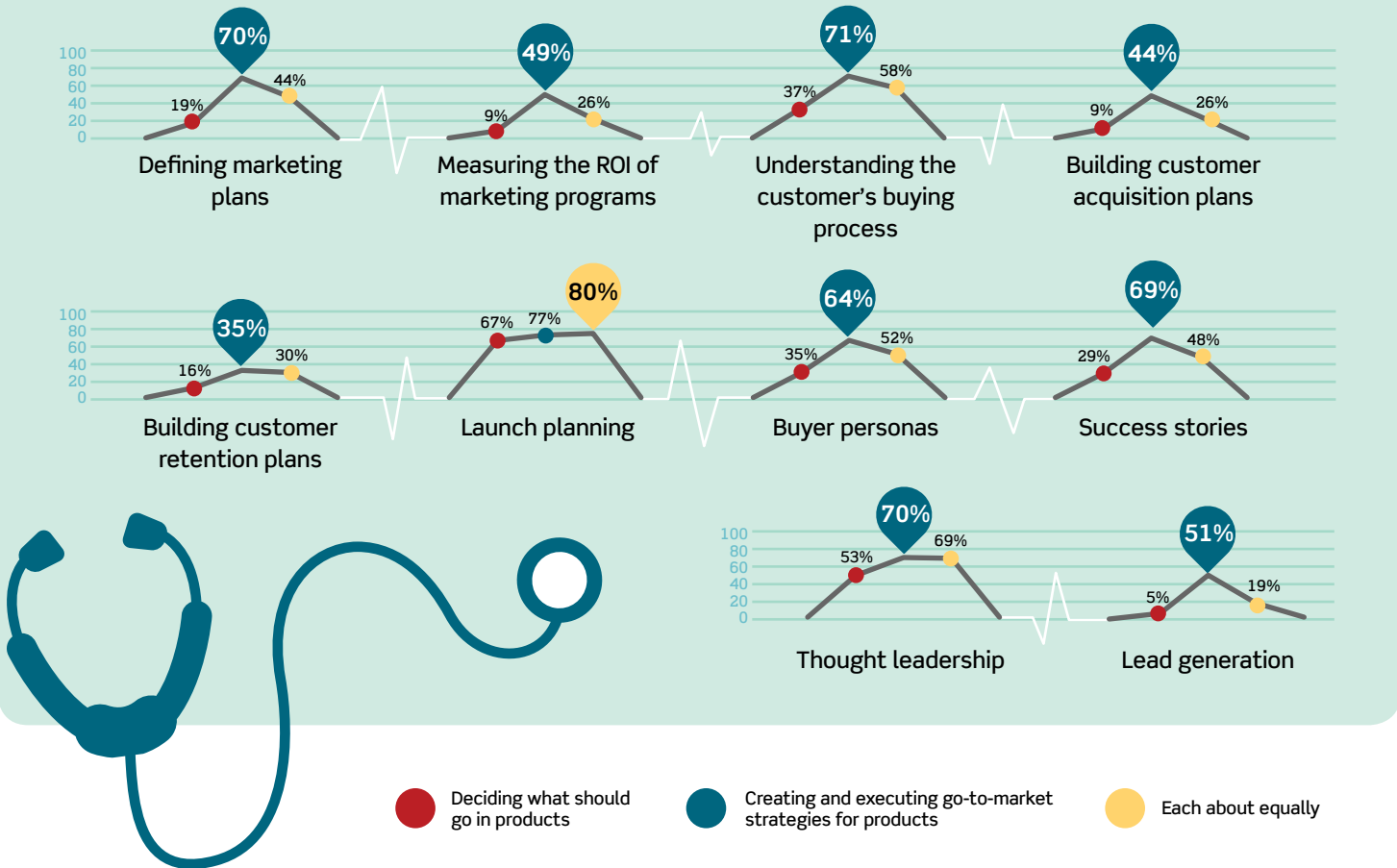
● Deciding what should go in products
 ● Creating and executing go-to-market strategies for products
 ● Each about equally

TECHNICAL ACTIVITIES

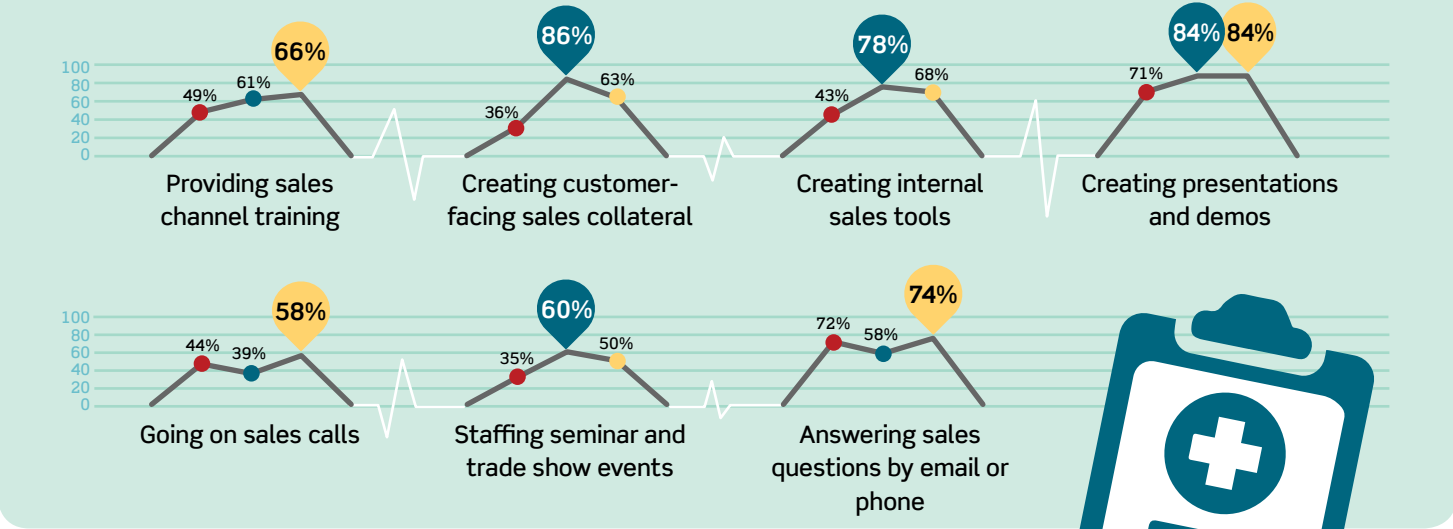


ACTIVITY LEVELS

GO-TO-MARKET ACTIVITIES



SALES READINESS ACTIVITIES



SYMPTOMS

What's ailing our respondents, keeping them from hitting their numbers or enjoying a good night's sleep? These were the common symptoms that popped up as 'always' or 'frequent' occurrences.

46%

Salespeople request customized sales tools on an account-by-account basis

42%

Difficulty adding innovative features because our customers demand the support of old features

35%

Must commit to adding features in order to close a deal

39%

Launch dates are missed

34%

Delivered features aren't being used by customers

31%

Sales pipeline is below revenue forecast

32%

Marketing team does not deliver an adequate supply of qualified leads

30%

Salespeople consciously avoid selling certain products in our portfolio

30%

Important features are dropped from each new release

28%

Product launches do not meet management expectations

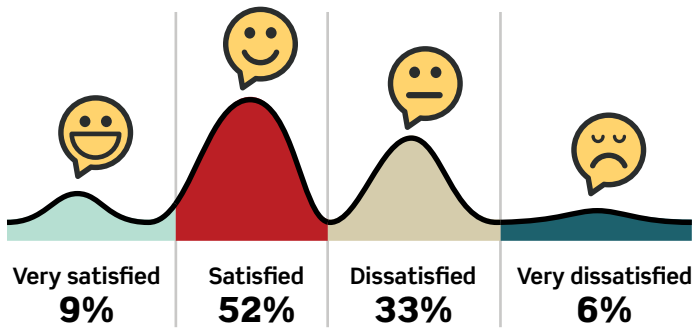
BMI

One of the most heavily weighted stats in any checkup? BMI. And it's no different here, though in this case BMI=Big Money Index. So let's take a look at what our respondents were earning and what factors affected their BMI score the most.

AVERAGE ANNUAL EARNINGS

\$105,400 + **\$14,800 BONUS**

And how do they feel about that?

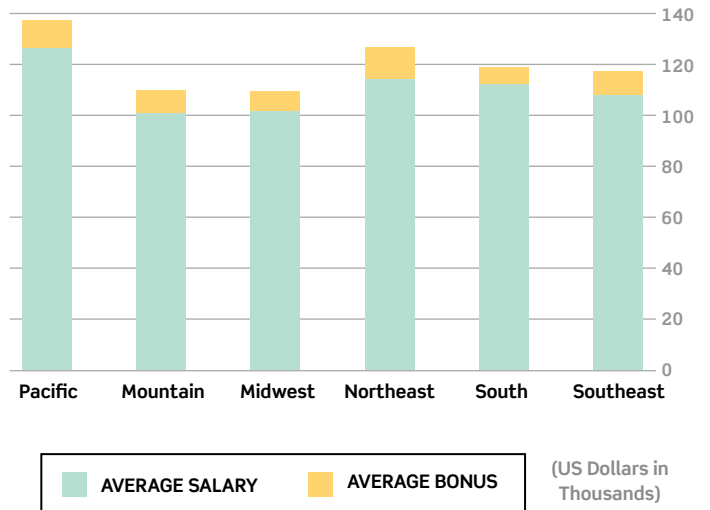


19% of respondents receive no bonus. For those who did, bonuses were based on:

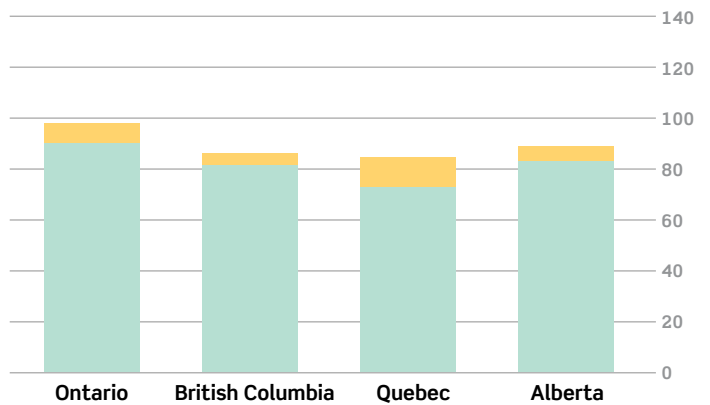


Emerging Trend? Customer satisfaction ratings (including NPS) was the most common 'Other' answer provided.

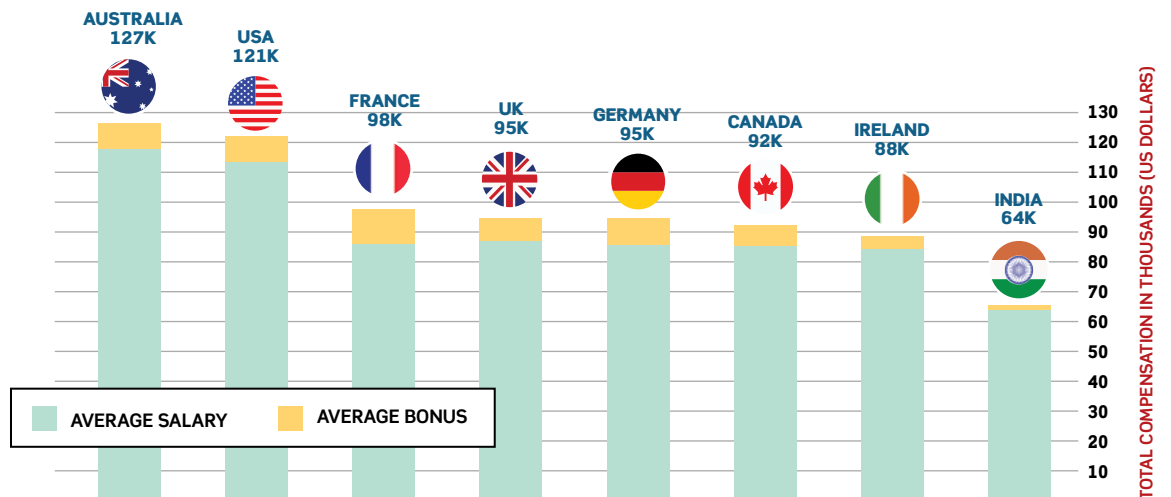
U.S. SALARIES BY REGION



CANADIAN SALARIES BY REGION

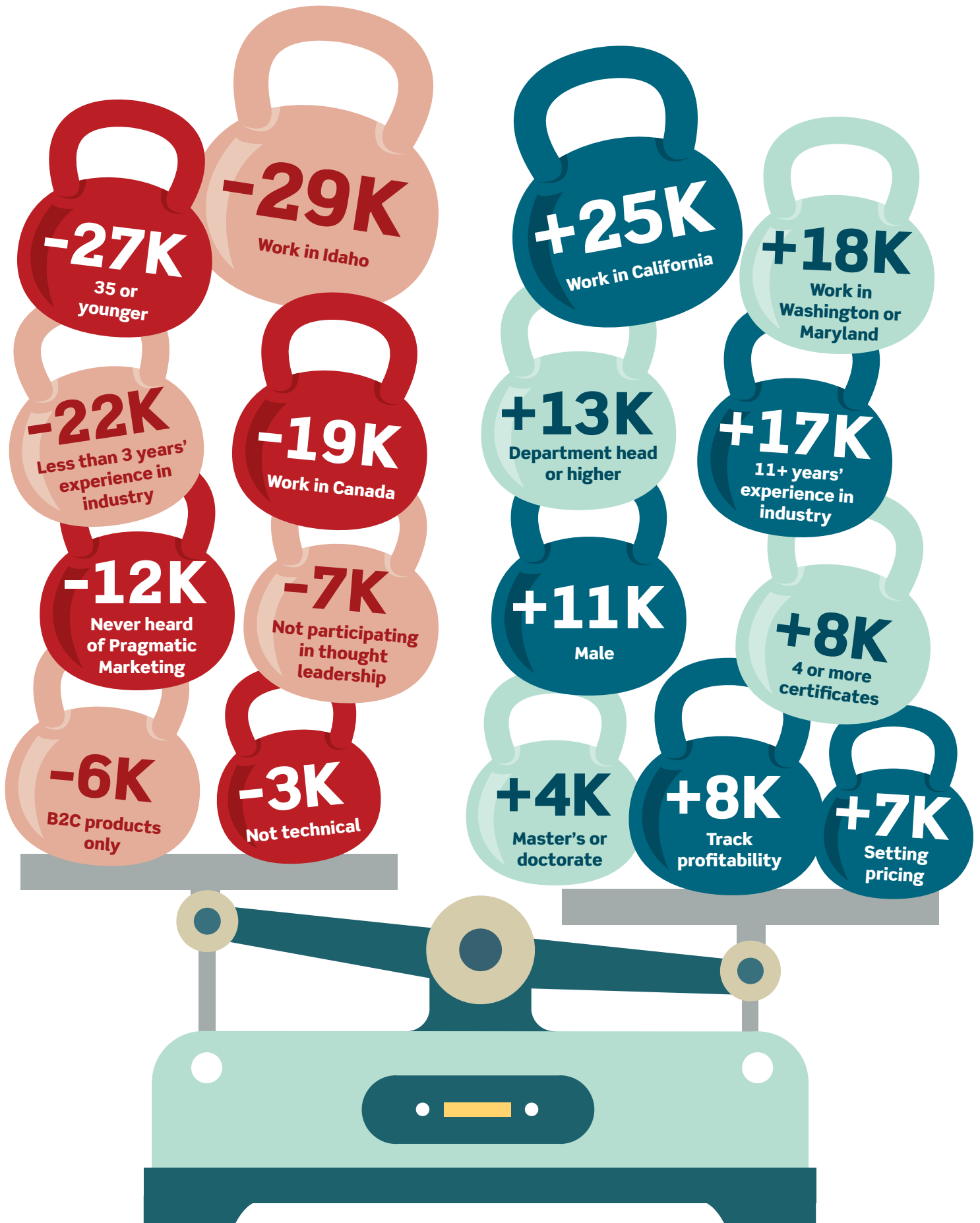


GEOGRAPHY VS. EARNING



LEADING BMI CONTRIBUTORS

Just like with your health, there are a number of factors that contribute to your level of risk, or in this case reward.



TAKE TWO

OF THESE...

We asked this year's respondents to tell us what would make them more effective in their role. Here's what they prescribed for their careers.

MARKET VISITS

“More direct client contact.”

“Talking to more customers and understanding wins and losses.”

“Travel budget for client meetings as well as attendance at 2-3 industry conferences each year.”

“Less time on email, more time interacting with customers and prospective customers.”

STRATEGIC FOCUS

“Less tactical responsibilities.”

“Full, cross-company buy-in that the role should spend more time on strategic rather than tactical activities.”

“If I worked for leaders who were customer obsessed and not competitor focused.”

AUTONOMY+ AUTHORITY

“Having the power to set the price and being able to control P&L.”

“Ability to influence senior management more and have more decision-making authority.”

“More authority over external product messaging and pricing.”

RESOURCES

“More people!
A budget!”

“More resources ... most importantly: more people.”

“More team members to work on the details of product management. I'm swamped and chaotic nearly 100% of the time.”

ORGANIZATIONAL ALIGNMENT

“Executive understanding of product management discipline and benefits.”

“A defined business strategy for the organization.”

“A company-wide understanding of what product management does, what service/value we bring to the organization.”

“Open communication between product management, development and UX.”

TOOLS+ TRAINING

“Continuing education on broader topics to better answer business questions.”

“More training available from traditional education providers and more tools that reflect best practices across the discipline.”

“Keeping tools consistent and obtaining the necessary training on how we should be using them in our environment.”

“Standardized trainings across departments vs. just a select few groups or individuals.”

Survey results describe typical practices. To learn about best practices in product management and marketing, register for a Pragmatic Marketing course near you.

