

technical product manager vs product manager

technical product manager vs product manager is a comparison often discussed in the tech industry as organizations strive to optimize their product development processes. Both roles are essential to the success of a product, but they come with distinct responsibilities, skill sets, and focuses. Understanding the differences and similarities between a technical product manager and a product manager can help companies assign the right roles to the right individuals and clarify expectations. This article explores the core distinctions, required skills, typical responsibilities, career paths, and how these roles collaborate within an organization. Additionally, it addresses how technical expertise influences product management and the impact on product strategy and execution. The following sections provide an in-depth analysis to clarify the roles of a technical product manager versus a product manager.

- Defining the Roles: Technical Product Manager and Product Manager
- Key Responsibilities and Focus Areas
- Required Skills and Qualifications
- Career Path and Growth Opportunities
- Collaboration and Interaction with Other Teams
- Impact on Product Development and Strategy

Defining the Roles: Technical Product Manager and Product Manager

Understanding the foundational definitions of each role is crucial when comparing a technical product manager versus product manager. While both roles aim to drive product success, their approach and area of expertise differ significantly.

What is a Product Manager?

A product manager (PM) is primarily responsible for identifying customer needs, defining the product vision, and managing the product lifecycle from conception to launch. The PM acts as the voice of the customer and works cross-functionally with marketing, sales, design, and engineering teams to ensure the product aligns with market demands and business goals. The role emphasizes market research, competitive analysis, and stakeholder communication.

What is a Technical Product Manager?

A technical product manager (TPM) possesses a deeper understanding of technology and engineering principles. This role bridges the gap between the product management team and the technical development team. TPMs focus on the technical feasibility of product features, system architecture, and integration challenges while maintaining a user-centric product vision. Their expertise enables them to make informed decisions regarding technical trade-offs and to communicate effectively with software engineers and technical stakeholders.

Key Responsibilities and Focus Areas

Examining the daily and strategic responsibilities highlights the operational differences between a technical product manager versus product manager.

Responsibilities of a Product Manager

Product managers typically handle a broad range of tasks centered around market and customer engagement:

- Conducting market research and competitive analysis
- Defining product vision, strategy, and roadmap
- Gathering and prioritizing customer requirements
- Coordinating cross-functional teams including design, marketing, and sales
- Managing product launches and go-to-market strategies
- Monitoring product performance and user feedback

Responsibilities of a Technical Product Manager

Technical product managers focus on the technical execution and feasibility of the product, with responsibilities such as:

- Collaborating closely with engineering teams to define technical requirements
- Evaluating technical risks and dependencies
- Overseeing system architecture and integrations

- Translating customer needs into technical specifications
- Prioritizing technical backlog and feature development
- Ensuring scalability, security, and performance considerations

Required Skills and Qualifications

The skill sets and qualifications needed for a technical product manager versus product manager vary due to the differing nature of the roles.

Skills for Product Managers

Product managers require strong business acumen and interpersonal skills, including:

- Excellent communication and stakeholder management
- Analytical thinking and problem-solving
- Market research and customer empathy
- Strategic planning and prioritization
- Understanding of UX/UI principles
- Project management capabilities

Skills for Technical Product Managers

Technical product managers combine product management skills with technical expertise such as:

- Proficiency in software development processes and technologies
- Ability to read and understand technical documentation and code
- Experience with system architecture and APIs
- Technical risk assessment and mitigation
- Strong collaboration with engineering and QA teams
- Knowledge of DevOps, cloud infrastructure, and security best practices

Career Path and Growth Opportunities

The professional trajectories for technical product managers and product managers can differ based on their core competencies and organizational needs.

Career Progression for Product Managers

Product managers often advance into senior product leadership roles, such as:

- Senior Product Manager
- Product Director
- Vice President of Product
- Chief Product Officer (CPO)

Their progression tends to emphasize strategic leadership, market expansion, and business growth initiatives.

Career Progression for Technical Product Managers

Technical product managers may follow growth paths including:

- Senior Technical Product Manager
- Technical Program Manager
- Director of Product Management (Technical)
- Technical Lead or Engineering Management (in some cases)

Their advancement often involves deeper technical specialization or bridging into technical leadership roles.

Collaboration and Interaction with Other Teams

Both technical product managers and product managers play pivotal roles in cross-functional collaboration, though their primary points of interaction vary.

Product Manager Collaboration

Product managers typically engage with:

- Marketing and sales teams for positioning and go-to-market strategies
- Customer support for feedback and issue resolution
- Design teams for user experience and interface development
- Executive leadership for business alignment

Technical Product Manager Collaboration

Technical product managers primarily collaborate with:

- Engineering and development teams to guide technical implementation
- Quality assurance teams to ensure product reliability
- DevOps and infrastructure teams for deployment and scaling
- Security teams to address compliance and data protection

Impact on Product Development and Strategy

The roles of technical product manager versus product manager influence product development and strategy in complementary ways.

Product Manager's Strategic Impact

Product managers drive market-driven strategies by focusing on customer needs, competitive positioning, and business objectives. They ensure that the product delivers value to users and aligns with company goals, shaping the product roadmap accordingly.

Technical Product Manager's Strategic Impact

Technical product managers contribute to strategy by ensuring technical feasibility, scalability, and innovation. They guide the selection of technologies and architectural decisions that enable the product to meet performance and reliability standards while supporting future growth.

Frequently Asked Questions

What is the primary difference between a Technical Product Manager and a Product Manager?

A Technical Product Manager (TPM) typically has a stronger technical background and focuses on the technical aspects of the product, working closely with engineering teams to ensure technical feasibility. A Product Manager (PM) focuses more on the overall product strategy, customer needs, and business goals, often working cross-functionally with marketing, sales, and design teams.

Do Technical Product Managers need to have programming skills?

While not always mandatory, Technical Product Managers generally benefit from having programming knowledge or a solid understanding of software development to effectively communicate with engineering teams and make informed technical decisions.

How do the responsibilities of a Technical Product Manager differ from those of a Product Manager?

Technical Product Managers often handle technical requirements, prioritize engineering tasks, and ensure product architecture aligns with technical constraints. Product Managers focus on market research, user experience, business strategy, and go-to-market planning.

Can a Product Manager transition into a Technical Product Manager role?

Yes, a Product Manager can transition into a Technical Product Manager role by acquiring technical knowledge, such as understanding software development processes, learning relevant technologies, and gaining experience working closely with engineering teams.

Which role typically requires more interaction with engineering teams: Technical Product Manager or Product Manager?

Technical Product Managers typically have more frequent and deeper interactions with engineering teams, as they bridge the gap between technical implementation and product strategy, whereas Product Managers engage more broadly with various departments including marketing, sales, and customer support.

Additional Resources

1. *Technical Product Management: Driving Innovation in Complex Environments*
This book explores the unique challenges faced by technical product managers in highly technical and innovative industries. It provides guidance on

balancing technical expertise with product strategy, stakeholder communication, and agile development practices. Readers will learn how to bridge the gap between engineering teams and business objectives to deliver impactful products.

2. The Product Manager's Guide to Technical Leadership

Focusing on the leadership role of technical product managers, this book delves into managing cross-functional teams and making technical decisions that align with market needs. It highlights the differences between traditional product management and technical product management, emphasizing the importance of technical fluency and strategic thinking.

3. From Product Manager to Technical Product Manager: A Career Transition Handbook

Ideal for product managers looking to deepen their technical expertise, this book outlines the skills and knowledge required to transition into a technical product manager role. It covers topics such as understanding software architecture, working closely with engineering teams, and leveraging data for technical decision-making.

4. Bridging the Gap: Collaboration Between Product Managers and Engineering Teams

This book addresses the collaboration dynamics between product managers and engineering teams, highlighting the role of technical product managers as intermediaries. It offers practical advice on communication, prioritization, and aligning technical feasibility with customer needs to ensure successful product delivery.

5. Technical Product Management Essentials: Tools, Techniques, and Best Practices

Providing a comprehensive overview of the technical product management discipline, this book covers essential tools and methodologies for managing technical products. It emphasizes agile frameworks, technical roadmapping, and data-driven decision-making, making it a valuable resource for both aspiring and experienced technical product managers.

6. Product Management vs. Technical Product Management: Understanding the Key Differences

This comparative guide breaks down the core distinctions between product managers and technical product managers. It discusses how responsibilities, required skills, and daily tasks vary, helping readers identify which role aligns best with their background and career aspirations.

7. Mastering Technical Product Management: Strategies for Success

Focused on strategic thinking and execution, this book provides actionable strategies for technical product managers to drive product success. It includes case studies and real-world examples that demonstrate how to integrate technical knowledge with market insights and user feedback.

8. The Agile Technical Product Manager

This title explores how technical product managers can effectively implement agile methodologies within their teams. It highlights the role of technical PMs in sprint planning, backlog prioritization, and continuous delivery, ensuring that technical and business goals are met cohesively.

9. Data-Driven Decision Making for Technical Product Managers

This book emphasizes the importance of data analytics and metrics in the technical product management role. It guides readers on how to collect, analyze, and act upon data to optimize product features, enhance user

experience, and measure technical performance effectively.

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technical product manager vs product manager: *The Product Manager's Toolkit* Gabriel Steinhardt, 2010-04-15 Product management is challenging, complex, and often misunderstood. Across the high-tech industry, drastically different duties and responsibilities are attributed to product management professionals. Diverse interpretations regarding the role of product management have only further confused practitioners and stifled the ability to develop clear and consistent product management methodologies. The Product Manager's Toolkit book provides a consistent and holistic managerial approach to product management and presents a practical and comprehensive methodology (tasks, processes, deliverables, and roles) that covers nearly all aspects of product management.

technical product manager vs product manager: Powerful communication for product manager Ulrike Laubner, Katharina Brunner, Frank Lemser, Eduardo Lopes, 2022-09-27 Both companies and HR consultants consider communication to be the most important social skill for the future. For you as a product manager, good communication skills are decisive, both for your career and to ensure that you deliver a successful product. Yet we often still hear complaints about communication not functioning well with other departments and about the lack of acceptance of product management in many companies. Using examples from the real world of business, this unique self-help guide looks at the typical communication difficulties which often arise and highlights potential solutions. There are also several exercises for you to test your new knowledge.

The communication skills you acquire will simplify your everyday working life: You will improve your communication skills. You will learn how to convey information more effectively and how to convince stakeholders of your ideas. You will enhance your ability to pose tactical questions in order to increase your knowledge of the market. You will build up skills which will enable you to deliver customer-focused product management. Your company will benefit in different ways: senior management will be able to make decisions faster and development teams will be able to carry out their development work according to real market requirements. In addition, the sales team will find selling easier and employees will get more enjoyment out of their work. I wish you every success in putting these ideas into practice. You will soon find you are experiencing more acceptance from the various departments you deal with.

technical product manager vs product manager: Agile Excellence for Product Managers

Greg Cohen, 2010 Agile Excellence for Product Managers is a plain-speaking guide on how to work with Agile development teams to achieve phenomenal product success. It covers the why and how of agile development (including Scrum, XP, and Lean,) the role of product management, release planning, and more.

technical product manager vs product manager: The Influential Product Manager

Ken Sandy, 2020-01-14 This book is a comprehensive and practical guide to the core skills, activities, and behaviors that are required of product managers in modern technology companies. Product management is one of the fastest growing and most sought-after roles by job seekers and companies alike. The availability of trained and experienced talent can barely keep up with the accelerating demand for new and improved technology products. People from nontechnical and technical backgrounds alike are eager to master this exciting new role. The Influential Product Manager teaches product managers how to behave at each stage of the product life cycle to achieve the best outcome for the customer. Product managers are under pressure to drive spectacular results, often without wielding much direct power or authority. If you don't know how to influence people at all levels of the organization, how will you create the best possible product? This comprehensive entry-level textbook distills over twenty years of hard-won field experience and industry knowledge into lessons that will empower new product managers to act like pros right out of the gate. With teaching experience both from UC Berkeley and Lynda.com, the author boils down the most complex topics into principles that are easy to memorize and apply. This book methodically documents the tools product managers everywhere use to align their teams with market needs and organizational goals. From setting priorities to capturing requirements to navigating trade-offs, this book makes it easy. Not only will your product succeed, you'll succeed, too, when you read the final chapter on advancing your career. Let your product's success become your success!

technical product manager vs product manager: Strategic Product Management according to Open Product Management Workflow Frank Lemser, 2019-08-07 The book »Strategic Product Management« is the introduction to the topic of Product Management according to Open Product Management Workflow. Note: the tools and templates, which are mentioned in the book, are deliberately not included, but will be issued in the trainings, as their application needs to be explained and exercised under guidance in practical examples. Additionally the book can be downloaded as PDF for free on the proProduktmanagement website. Besides general questions about tasks and how to organize Product Management as well as roles in Product Management, the book offers a step by step explanation of how to get to a decision proposal or business plan, which is based exclusively on market facts. This way bad investments are avoided and discussions about strategies and future products are reduced. The exemplary product called »SelfBackup« shows comprehensibly, how you develop an innovative product on the basis of market facts. Starting from interviews with market participants, identifying problems and persona and simple analyses you are enabled to derive all strategies required for the consolidated business plan which is the end result of the workflow. In addition, the book »Strategic Product Management« contains numerous other tips and practical examples. This book is the first one in the series and the basis for the subsequent books »Technical Product Management« and »Successful Go-to-Market« according to Open Product

Management Workflow. As mentioned above you can download the book »Strategic Product Management« on the proProduktmanagement website for free and read about the importance of strategic and market-driven Product Management. Thus, you create the basis for further steps such as Technical Product Management as well as Successful Go-to-Market.

technical product manager vs product manager: How to Lead in Data Science Jike Chong, Yue Cathy Chang, 2021-12-28 A field guide for the unique challenges of data science leadership, filled with transformative insights, personal experiences, and industry examples. In *How To Lead in Data Science* you will learn: Best practices for leading projects while balancing complex trade-offs Specifying, prioritizing, and planning projects from vague requirements Navigating structural challenges in your organization Working through project failures with positivity and tenacity Growing your team with coaching, mentoring, and advising Crafting technology roadmaps and championing successful projects Driving diversity, inclusion, and belonging within teams Architecting a long-term business strategy and data roadmap as an executive Delivering a data-driven culture and structuring productive data science organizations *How to Lead in Data Science* is full of techniques for leading data science at every seniority level—from heading up a single project to overseeing a whole company's data strategy. Authors Jike Chong and Yue Cathy Chang share hard-won advice that they've developed building data teams for LinkedIn, Acorns, Yiren Digital, large asset-management firms, Fortune 50 companies, and more. You'll find advice on plotting your long-term career advancement, as well as quick wins you can put into practice right away. Carefully crafted assessments and interview scenarios encourage introspection, reveal personal blind spots, and highlight development areas. About the technology Lead your data science teams and projects to success! To make a consistent, meaningful impact as a data science leader, you must articulate technology roadmaps, plan effective project strategies, support diversity, and create a positive environment for professional growth. This book delivers the wisdom and practical skills you need to thrive as a data science leader at all levels, from team member to the C-suite. About the book *How to Lead in Data Science* shares unique leadership techniques from high-performance data teams. It's filled with best practices for balancing project trade-offs and producing exceptional results, even when beginning with vague requirements or unclear expectations. You'll find a clearly presented modern leadership framework based on current case studies, with insights reaching all the way to Aristotle and Confucius. As you read, you'll build practical skills to grow and improve your team, your company's data culture, and yourself. What's inside *How to coach and mentor team members Navigate an organization's structural challenges Secure commitments from other teams and partners Stay current with the technology landscape Advance your career* About the reader For data science practitioners at all levels. About the author Dr. Jike Chong and Yue Cathy Chang build, lead, and grow high-performing data teams across industries in public and private companies, such as Acorns, LinkedIn, large asset-management firms, and Fortune 50 companies. Table of Contents 1 What makes a successful data scientist? PART 1 THE TECH LEAD: CULTIVATING LEADERSHIP 2 Capabilities for leading projects 3 Virtues for leading projects PART 2 THE MANAGER: NURTURING A TEAM 4 Capabilities for leading people 5 Virtues for leading people PART 3 THE DIRECTOR: GOVERNING A FUNCTION 6 Capabilities for leading a function 7 Virtues for leading a function PART 4 THE EXECUTIVE: INSPIRING AN INDUSTRY 8 Capabilities for leading a company 9 Virtues for leading a company PART 5 THE LOOP AND THE FUTURE 10 Landscape, organization, opportunity, and practice 11 Leading in data science and a future outlook

technical product manager vs product manager: *Product Management in Practice* Matt LeMay, 2022-05-16 Product management has become a critical function for modern organizations, from small startups to corporate enterprises. And yet, the day-to-day work of product management remains largely misunderstood. In theory, product managers are high-flying visionaries who build products that people love. In practice, they're hard-working facilitators who bring clarity and focus to their teams. In this thoroughly revised and expanded edition, Matt LeMay provides real-world guidance for current and aspiring product managers. Updated for the era of remote and hybrid

work, this book provides actionable answers to product management's most persistent and confounding questions, starting with: What exactly am I supposed to do all day? With this book, you'll learn: What the day-to-day work of product management entails--and how to excel at it Why no job title or description will resolve the ambiguity of your role How to bridge the false dichotomy between strategy and execution Why the temptation to focus on decks and documentation can be bad for your team (and for you) How to prioritize your time and pick your battles

technical product manager vs product manager: *Women of Color in Tech* Susanne Tedrick, 2020-04-14 Highly Commended International Business Book from the 2021 Business Book Awards Nonfiction Book Awards Silver Winner from the Nonfiction Authors Association Winner of CompTIA's 2020 Diversity Technology Leader Spotlight Award Winner of a Technology Rising Star Award from the 2020 Women of Color in STEM Conference Break through barriers to achieve a rewarding future in tech Women of Color in Tech: A Blueprint for Inspiring and Mentoring the Next Generation of Technology Innovators will help you overcome the obstacles that often prevent women of color from pursuing and staying in tech careers. Contrary to popular belief, tech careers are diverse and fun—and they go far beyond just coding. This book will show you that today's tech careers are incredibly dynamic, and you'll learn how your soft skills—communication, public speaking, networking—can help you succeed in tech. This book will guide you through the process of cultivating strong relationships and building a network that will get you where you want to be. You'll learn to identify a strong, knowledgeable support network that you can rely on for guidance or mentorship. This step is crucial in getting young women of color into tech careers and keeping them there. Build your professional network to get the guidance you need Find a mentor who understands your goals and your struggles Overcome negativity and stay motivated through difficult times Identify and develop the soft skills that you need to get ahead in tech Read this book to help bring to life your vision of a future in tech. With practical advice and inspiring stories, you'll develop the right tools and the right mindset. Whether you're just considering going into tech or you want to take your current career to the next level, Women of Color in Tech will show you how to uncover the resources you need to succeed.

technical product manager vs product manager: Successful Product Management Klaus J. Aumayr, 2023-02-07 Dieser Sammelband der Sales Excellence für den Jahrgang 2018 bietet Ihnen fundiertes Fachwissen im Bereich Vertrieb Wenn Sie im Bereich Vertrieb arbeiten, ist dieser Sammelband genau das Richtige für Sie. Er vereint alle zwölf Ausgaben der Sales Excellence aus dem Jahr 2018, der wichtigsten Fachzeitschrift für Vertrieb in Deutschland. Jeden Monat werden dort aktuelle Problemstellungen dieses Bereiches von bekannten Autoren behandelt. Häufig spielen dabei Themen wie Kundenbetreuung und Vertriebsprozesse eine entscheidende Rolle. Der Sammelband richtet sich an alle, die mit Vertrieb zu tun haben, beispielsweise Geschäftsführer, Vertriebsmitarbeiter oder Handelsvertreter. Sales Experience sammelt nicht nur sorgfältig recherchierte Fachinformationen, sondern bietet dem Leser darüber hinaus auch hilfreiche Tipps für die praktische Umsetzung.

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technical product manager vs product manager: *The Creative Enterprise* Tony Davila, Marc J. Epstein, Robert Shelton, 2006-12-30 Creativity is the lifeblood of any business—from fledgling startup to global giant, creativity is what inspires entrepreneurs to take the leap into the unknown, motivates project teams to design faster and better products, drives executives to set their sights on new markets and customers. *The Creative Enterprise* asks: where do these creative impulses come from, and how can they be channeled into profitable ventures? Contributions from scholars and practitioners around the world integrate insights from the fields of management, economics, technology, psychology, and sociology to shed new light on innovation and how it drives business growth. Volume 1 focuses on innovation strategies, with chapters on developing the new product pipeline, technology transfer, and strategic alliances. Volume 2 considers the individual and organizational aspects of innovation, with chapters on the psychology of creativity and the influences of organizational culture on innovation. Volume 3 covers the infrastructure for promoting and sustaining innovation, with chapters on managing creative teams, selecting and funding projects, and developing effective performance measurement and rewards systems. Create—to make or bring into existence something new, derived from the Latin *crescere*, to grow. Creativity is the lifeblood of any business—from fledgling startup to global giant, creativity is what inspires entrepreneurs to take the leap into the unknown, motivates project teams to design faster and better products, drives executives to set their sights on new markets and customers. Where does this creativity come from? How can it be channeled into profitable ventures? *The Creative Enterprise* brings together the most current thinking from academics and practitioners around the world to shed new light on creativity and how it drives business growth. It addresses such topics as: Why are some organizations creative and others are not? What catalyzes new ideas? How can leaders balance short-term financial pressures and long-term creative aspirations? And how can firms maximize the value of their ideas into profitable products and services? While many authors have tackled pieces of the puzzle, this set uniquely integrates insights from the fields of management, economics, technology, psychology, and sociology, to cover the spectrum across individual and organizational innovation. Volume 1 focuses on innovation strategies, with chapters on developing the new product pipeline, measuring the impact of innovation on firm growth, technology transfer, and strategic alliances. Volume 2 considers the individual and organizational aspects of innovation, with chapters on creativity and artwork, idea catalysts and blocks, and the interplay between organizational culture and innovation. Volume 3 covers the infrastructure for promoting and sustaining innovation, with chapters on managing creative teams, selecting and funding projects, and developing effective performance measurement and rewards systems.

technical product manager vs product manager: Hack the Cybersecurity Interview

Christophe Foulon, Ken Underhill, Tia Hopkins, 2024-08-30 Ace your cybersecurity interview by unlocking expert strategies, technical insights, and career-boosting tips for securing top roles in the industry

Key Features Master technical and behavioral interview questions for in-demand cybersecurity positions Improve personal branding, communication, and negotiation for interview success Gain insights into role-specific salary expectations, career growth, and job market trends

Book Description The cybersecurity field is evolving fast, and so are its job interviews. Hack the Cybersecurity Interview, Second Edition is your go-to guide for landing your dream cybersecurity job—whether you're breaking in or aiming for a senior role. This expanded edition builds on reader feedback, refines career paths, and updates strategies for success. With a real-world approach, it preps you for key technical and behavioral questions, covering roles like Cybersecurity Engineer, SOC Analyst, and CISO. You'll learn best practices for answering with confidence and standing out in a competitive market. The book helps you showcase problem-solving skills, highlight transferable experience, and navigate personal branding, job offers, and interview stress. Using the HACK method, it provides a structured approach to adapt to different roles and employer expectations. Whether you're switching careers, advancing in cybersecurity, or preparing for your first role, this book equips you with the insights, strategies, and confidence to secure your ideal cybersecurity job.

What you will learn Identify common interview questions for different roles Answer questions from a problem-solving perspective Build a structured response for role-specific scenario questions Tap into your situational awareness when answering questions Showcase your ability to handle evolving cyber threats Grasp how to highlight relevant experience and transferable skills Learn basic negotiation skills Learn strategies to stay calm and perform your best under pressure Who this book is for This book is ideal for anyone who is pursuing or advancing in a cybersecurity career. Whether professionals are aiming for entry-level roles or executive ones, this book will help them prepare for interviews across various cybersecurity paths. With common interview questions, personal branding tips, and technical and behavioral skill strategies, this guide equips professionals to confidently navigate the interview process and secure their ideal cybersecurity job.

technical product manager vs product manager: API Analytics for Product Managers Deepa

Goyal, Kin Lane, 2023-02-21 Research, strategize, market, and continuously measure the effectiveness of APIs to meet your SaaS business goals with this practical handbook

Key Features Transform your APIs into revenue-generating entities by turning them into products Meet your business needs by improving the way you research, strategize, market, and measure results Create and implement a variety of metrics to promote growth

Book Description APIs are crucial in the modern market as they allow faster innovation. But have you ever considered your APIs as products for revenue generation? API Analytics for Product Managers takes you through the benefits of efficient researching, strategizing, marketing, and continuously measuring the effectiveness of your APIs to help grow both B2B and B2C SaaS companies. Once you've been introduced to the concept of an API as a product, this fast-paced guide will show you how to establish metrics for activation, retention, engagement, and usage of your API products, as well as metrics to measure the reach and effectiveness of documentation—an often-overlooked aspect of development. Of course, it's not all about the product—as any good product manager knows; you need to understand your customers' needs, expectations, and satisfaction too. Once you've gathered your data, you'll need to be able to derive actionable insights from it. This is where the book covers the advanced concepts of leading and lagging metrics, removing bias from the metric-setting process, and bringing metrics together to establish long- and short-term goals. By the end of this book, you'll be perfectly placed to apply product management methodologies to the building and scaling of revenue-generating APIs. What you will learn Build a long-term strategy for an API Explore the concepts of the API life cycle and API maturity Understand APIs from a product management perspective Create support models for your APIs that scale with the product Apply user research principles to APIs Explore the metrics of activation, retention, engagement, and churn Cluster metrics together to provide context Examine the consequences of gameable and vanity metrics Who this book

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