



DEMYSTIFYING THE “TECHNICAL” PRODUCT OWNER ROLE

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Product DNA – June 21st, 2018

AGENDA

- Problem statement
- Intro of me
- My story
- Themes

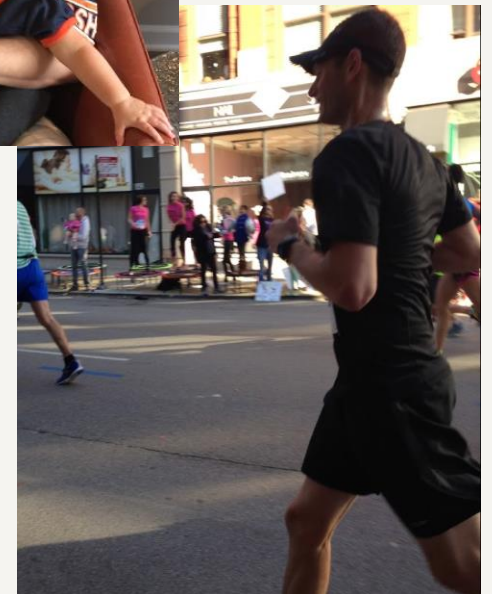
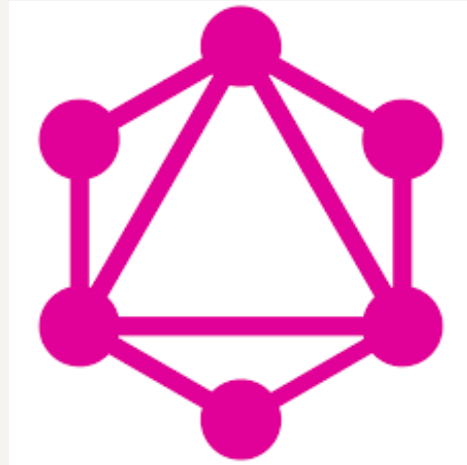
COMMON QUESTIONS

Do you code?

Is that why you report through TTS?

How technical are you?

WHO AM I



MY JOURNEY



THEN



THEN



WHAT I DID WRONG

Analysis and Design

Story Details

Predicting

Pleasing Every Customer

INSTEAD OF

**Target Market,
Competitors, Personas**

**Objective and Key
Results/Measurements**

Experimenting

Making Tradeoffs

WHAT DID I LEARN

I am Product Owner – same skills, same mindset

My customers are other Products, Engineers, and Applications

My choices lean towards scale, reliability, performance, extensibility...

It's just as healthy to debate 'the how' as it is to debate 'the what'... BUT...
respect R&Rs

COMMON QUESTIONS...

Do you code?

*Sometimes, for my own
continuous learning*

Is that why you report through TTS?

*My products didn't have a clear
home...this role can report anywhere.*

How technical are you?

*Just enough to understand my customers
and products. I pretend a lot.*

HOW TO LEARN MORE/SHAMELESS PLUG

Product Council is starting a Technical PO community

Email/Slack @Lucas.Rettig or @Pete.Anderson to learn more