

MAUVEGAS2017

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Every PM is a Growth PM

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About the Speaker



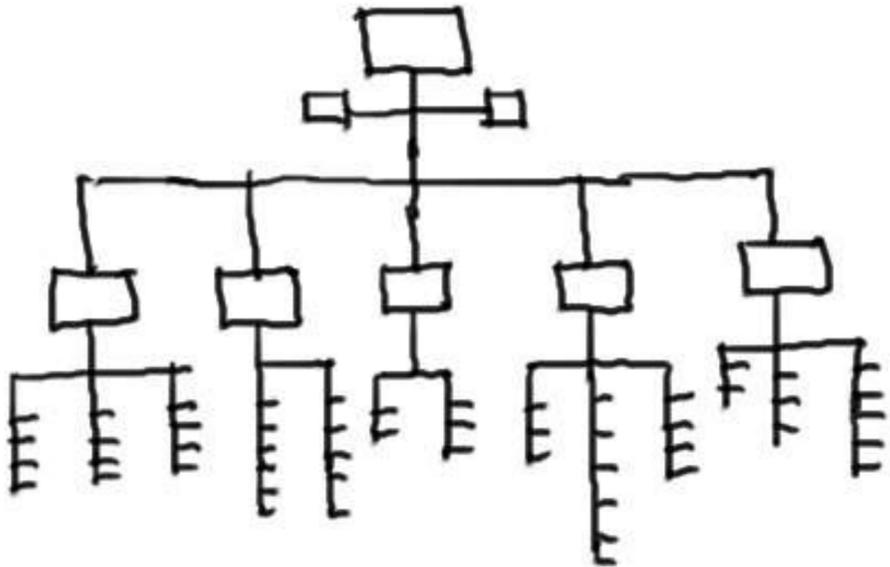
Gaurav Hardikar
Senior Product Manager



Gaurav Hardikar is a Senior Product Manager at shopkick. He formerly worked as Senior Product Manager at Trulia Rentals. He's responsible for driving ROI for CPG brand clients through features that shopkick users love (like Scans and Receipts). When he's not trying to help the average American earn kicks while they shop, he enjoys traveling, biking, and the general outdoors.

We all have the same goal...GROW the business

When we join a company



What we all do



But there are always obstacles.

What obstacles?

Competing priorities for resources.

Why do they exist?

Misalignment of objectives between teams.

How do you solve it?

Grow the Company, not your castle.



Tip #1: Orient the entire Team around growth

For the Product Manager...

Involve marketers as key stakeholders in the product development lifecycle and GTM planning. Don't forget, the most valuable companies also have the largest brand presence.

For the Marketer...

Join Standups. Get involved in the product development process, understand the product vision and goals, so you can influence and build momentum within the project team.

Tip #2: Learn another Language

For the Product Manager...

Marketers are instrumental in growing the business, and can make the difference for a successful launch. Learn more about how that happens.

For the Marketer...

Understand the company goal in that quarter, that sprint. PMs care about the bottom line and think in terms of KPIs and ROI. No one argues with the \$\$.

Tip #3: Post-Success, Reset the goals. Iterate.

For BOTH Product Managers and Marketers...

Once you succeed once, don't forget to rinse and repeat.

Unless you know where you're driving to, how will you reach it?

Fine tune the process on each consecutive project.

There is no such thing as over communication with your team.

Thank you