



**The Global Product Manager
Product School 2016**

About Me

Professional:

- Rutgers University
- Comp Science & Engineering
- 15+ years of experience
- Goldman Sachs – 13 years
- SterlingBackcheck – SVP Product
- Learnvest – Head of Product
- Build a mobile app

Personal:

- Born and live in NJ
- Family: Wife & 2 active kid
- Love technology
- Love sports (Mets, Barca, Giants)



ENGINEER TURNED PRODUCT MANAGER

A Great Product Manager?

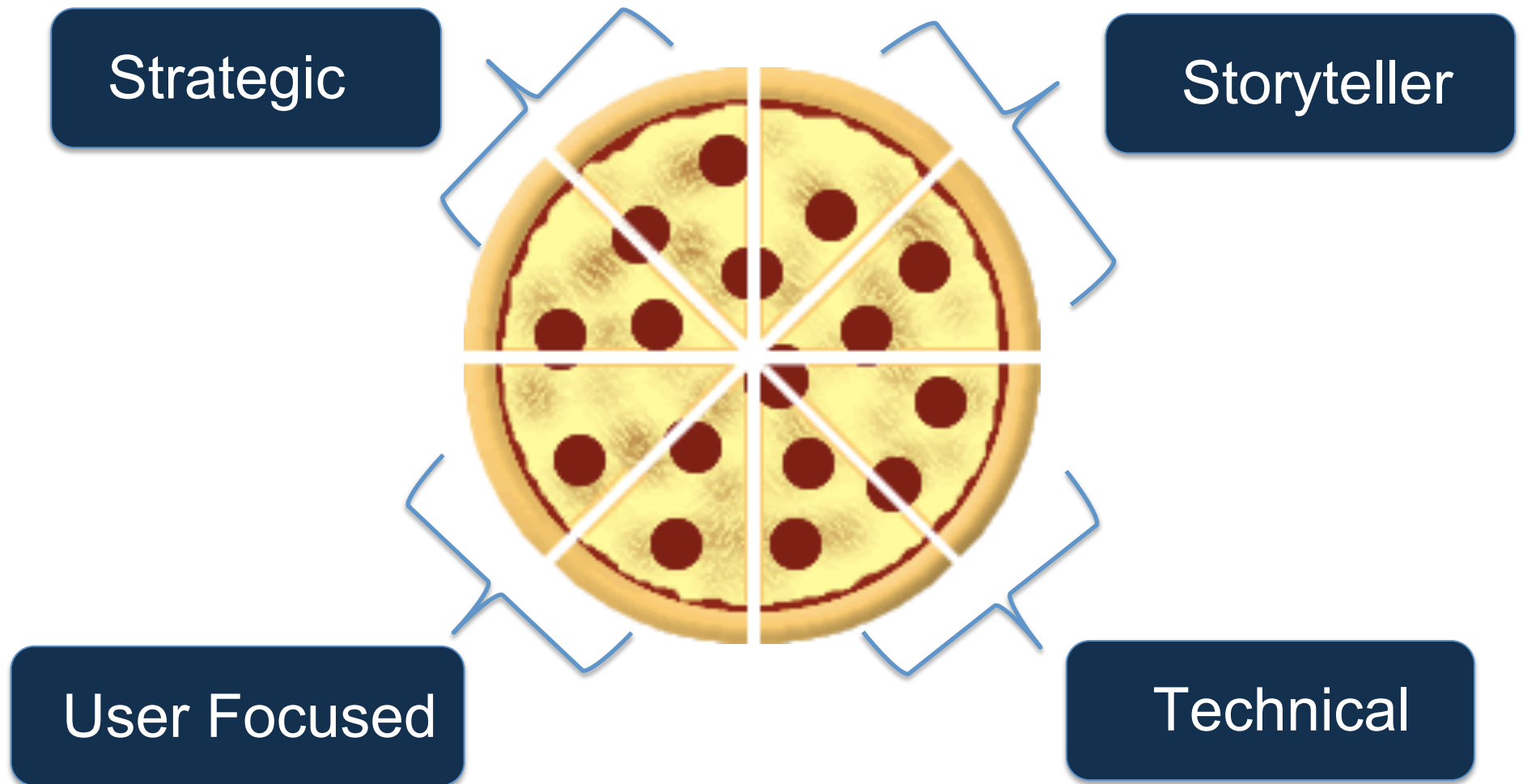


Many Qualities



Product Manager Core Skills

If our skills were broken up to slices of a pizza pie:



Mini CEO!



The World by the numbers for Today!

- **7.4** Billion People
- 7,000 Languages
- **196** Countries
- **4.8M** Cell Phones Sold
- **200B** Emails Sent
- 555M Tweets
- **4.2** Billion Google Searches



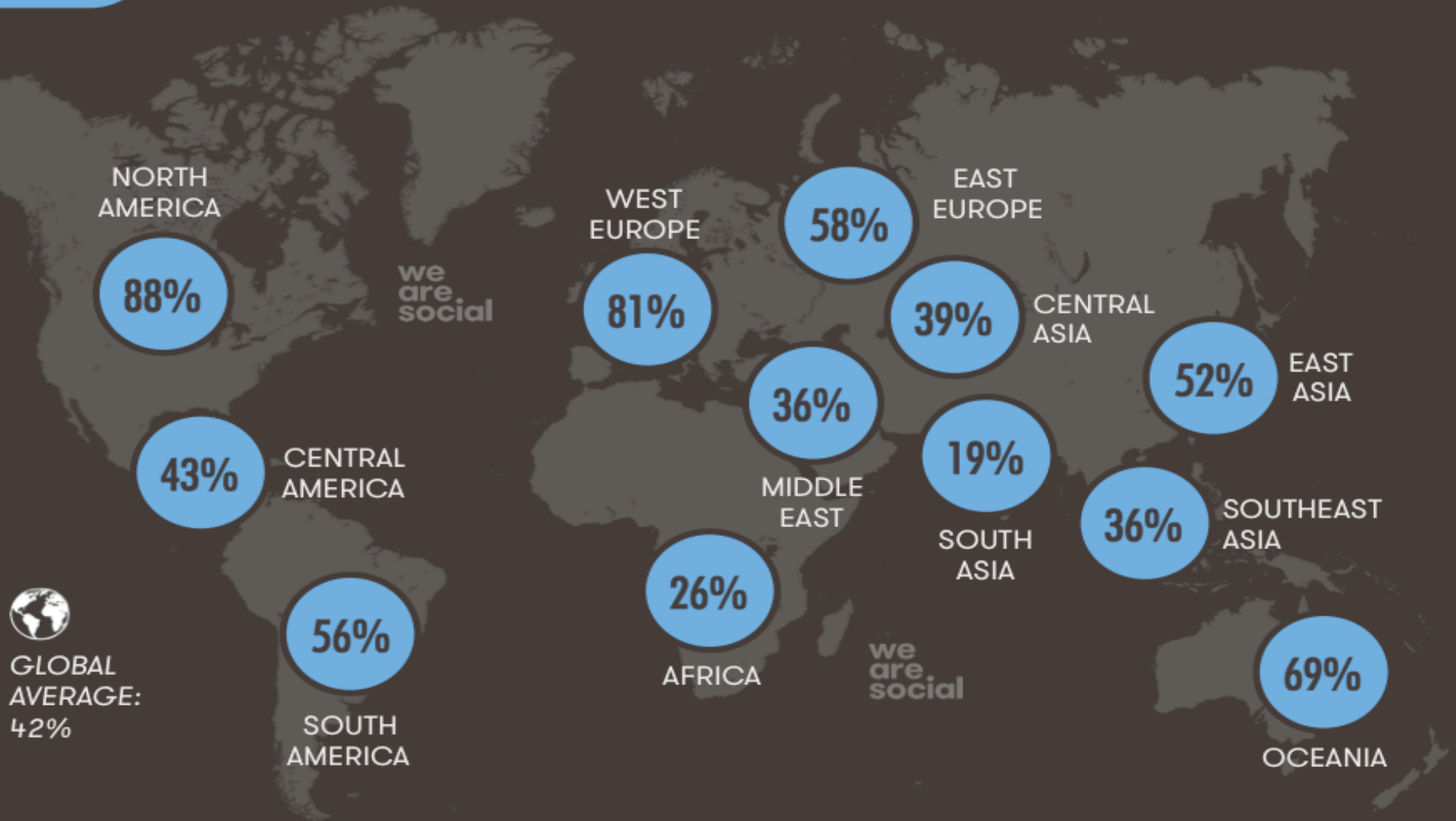
Internet Usage Around the World

MAR
2015

INTERNET USE

REGIONAL INTERNET PENETRATION FIGURES

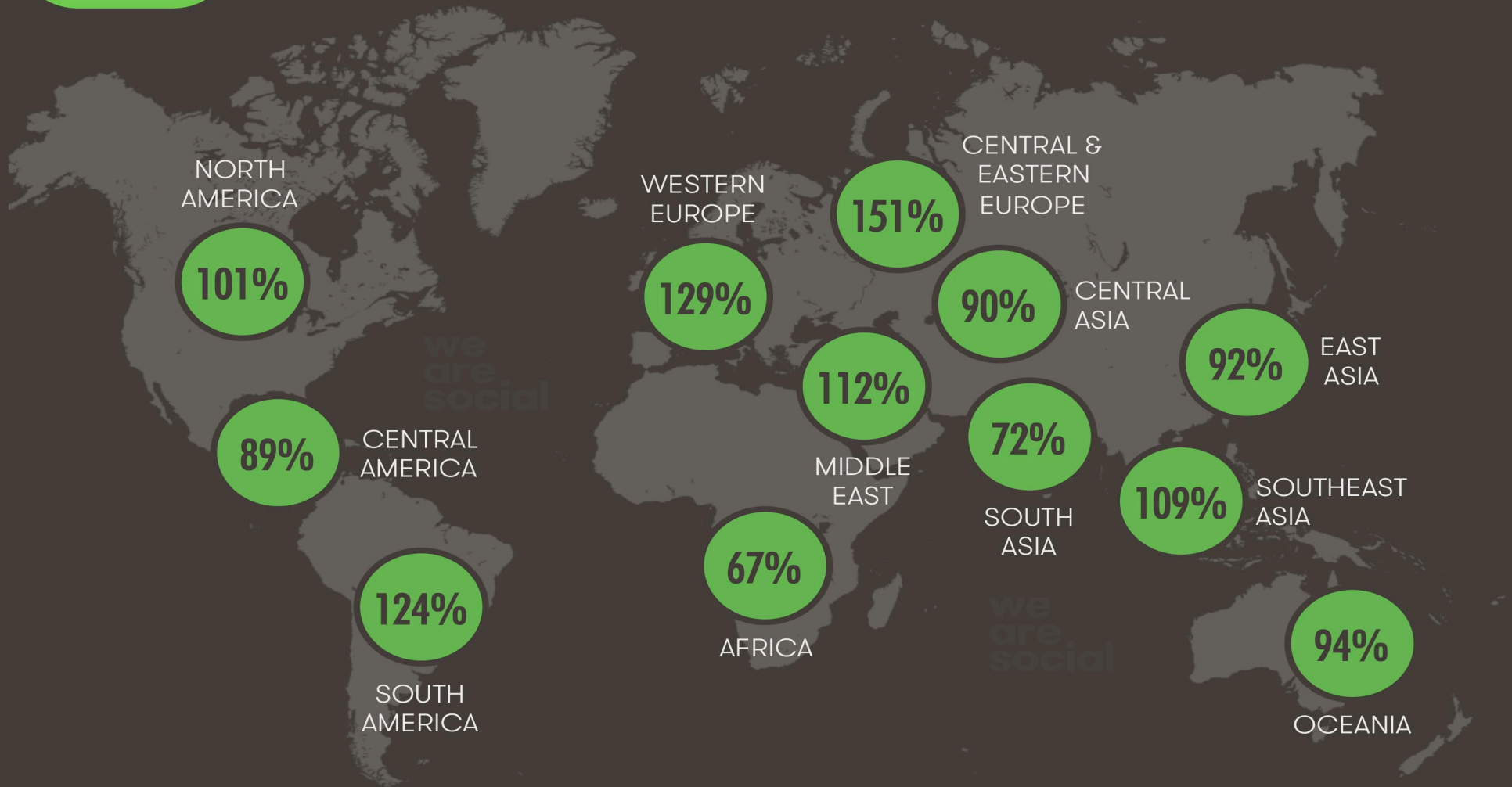
UPDATED



Mobile Usage Around the World

JAN
2014

MOBILE PENETRATION BY REGION

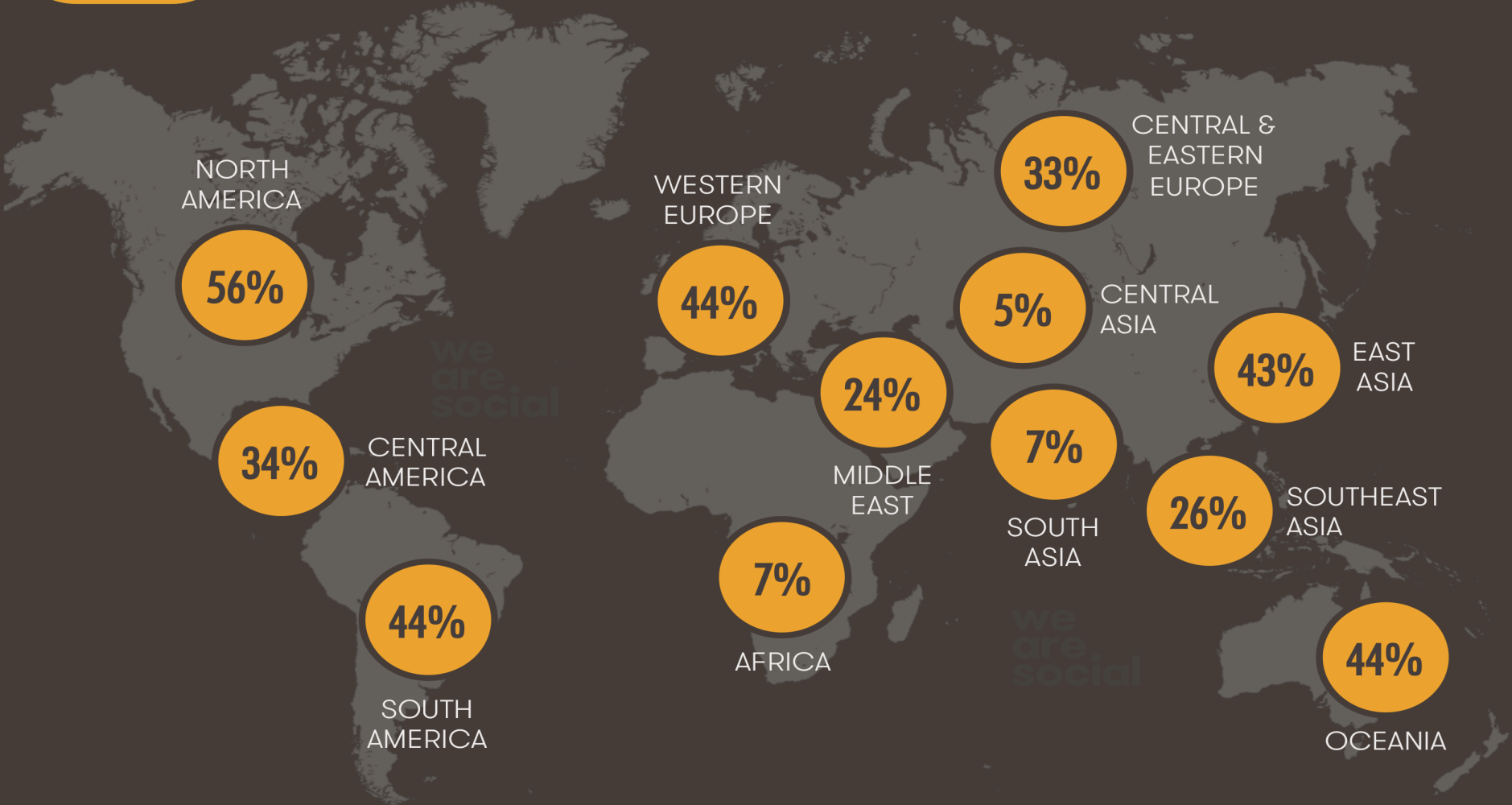


Social Usage Around the World

**JAN
2014**

SOCIAL PENETRATION BY REGION

BASED ON ACTIVE USERS OF THE LARGEST ACTIVE SOCIAL NETWORK IN EACH COUNTRY



Building Global Products Is Difficult!



Communications Products @ Big Company

The Situation:

- Goldman Sachs
- 35k+ Global Employees
- Millennials Want Change
- Senior Banker's Can't Change

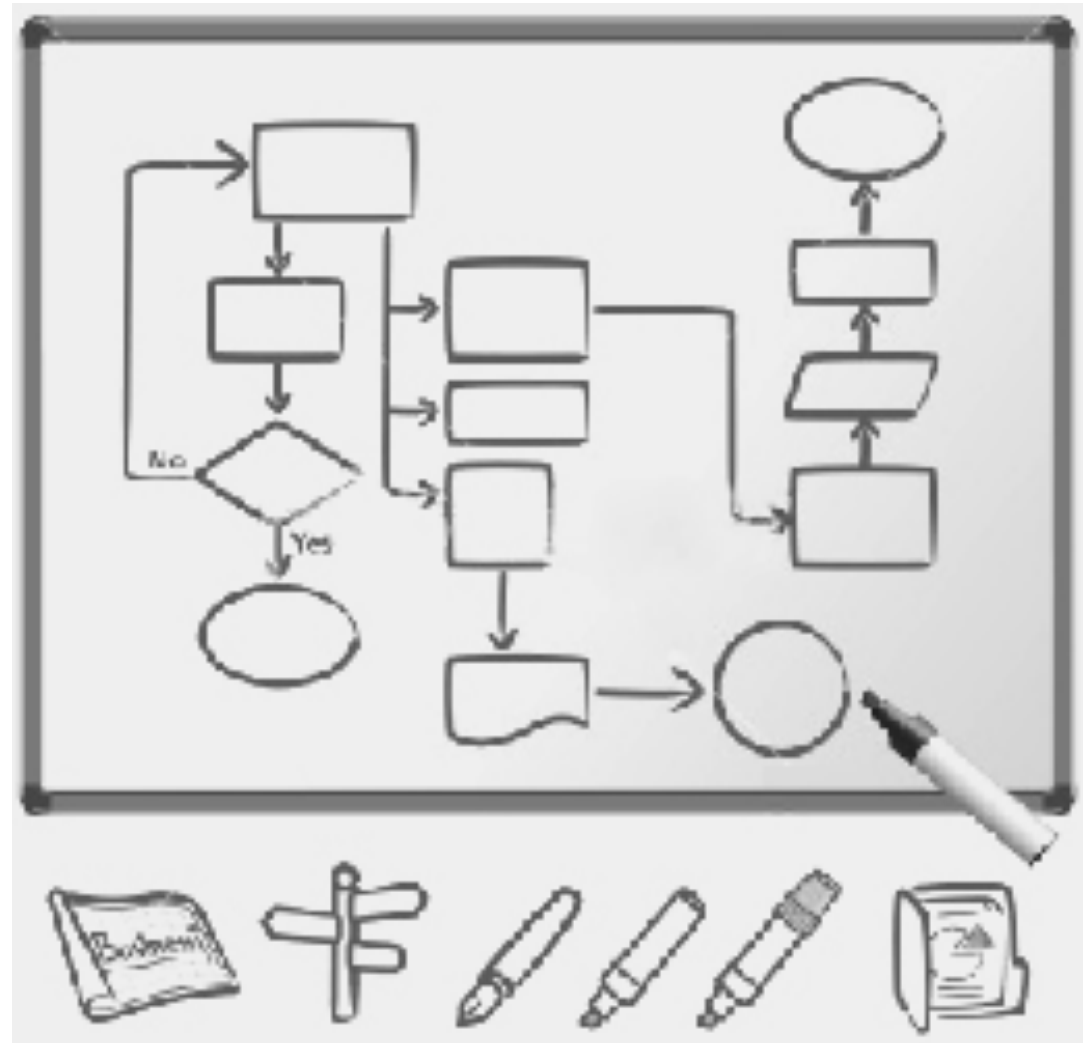
Product Experiences:

- Global Voicemail
- Global Trading Turrets
- Global Facebook & Twitter
- Global Video Chat
- Global Text Notifications



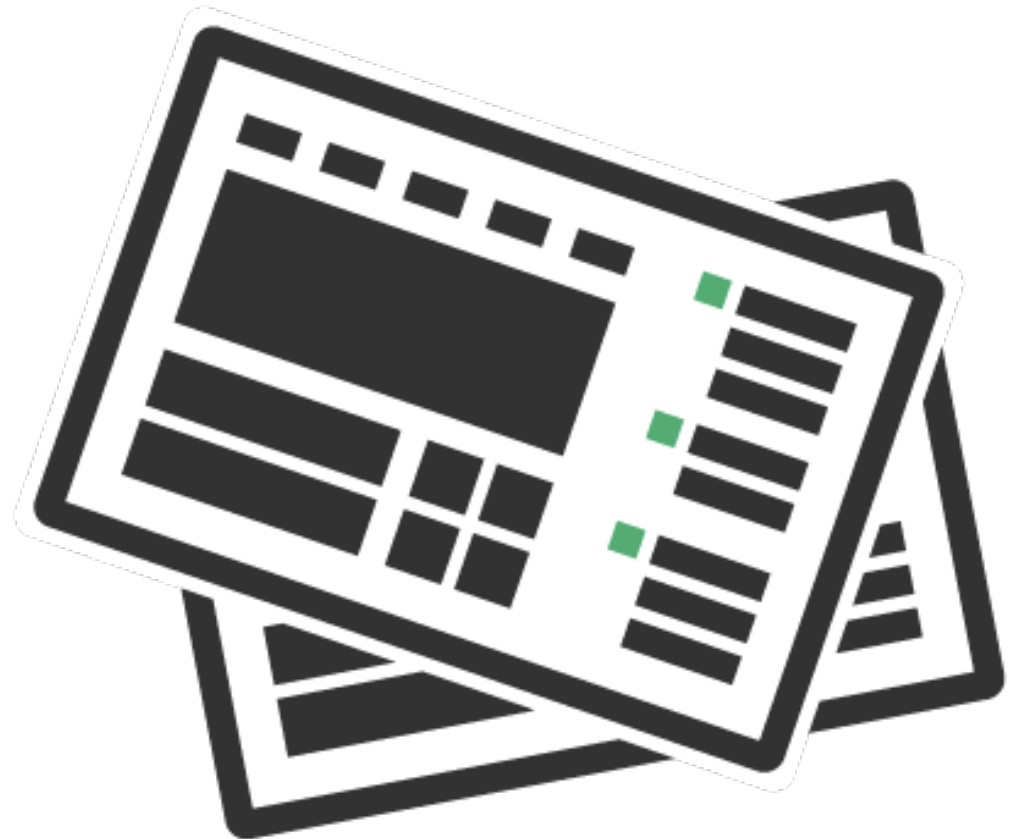
The Approach – Step 1 “Learn the Basics”

- Goals
- Challenges
- Stakeholders
- Technology
- User Experience
- Terminology
- Personas



The Approach – Step 3 “Shadow Sessions”

- Observe, learn and watch
- Different regions
- Different types of personas
- Workflows and wireframes
- Obsess of the user details



The Approach – Step 4 “Build for the 80%”

- Build the product
- You can't build every variation
- Build the foundation
- Build to optimize the wires

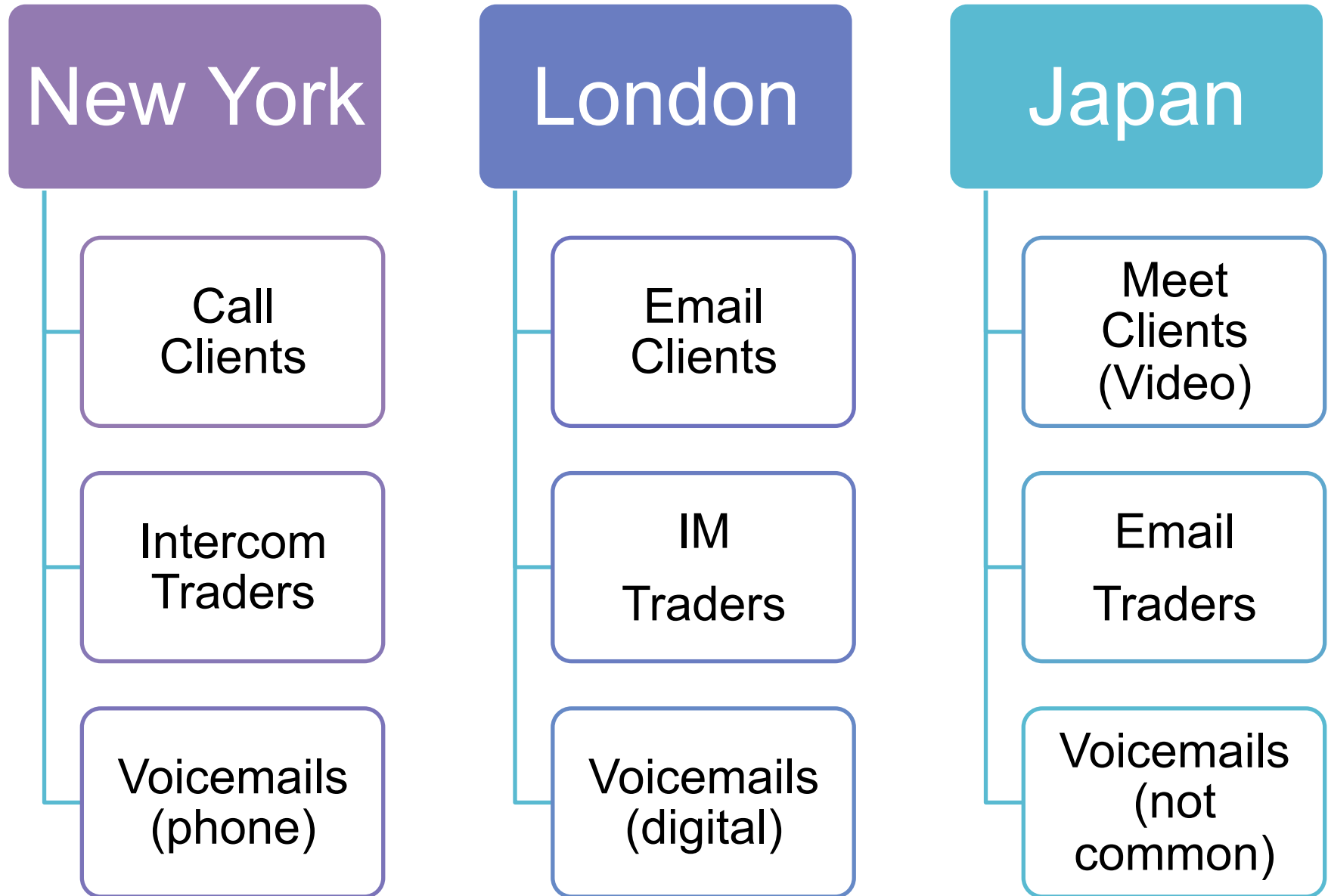


The Approach – Step 5 “Proactive Workshops”

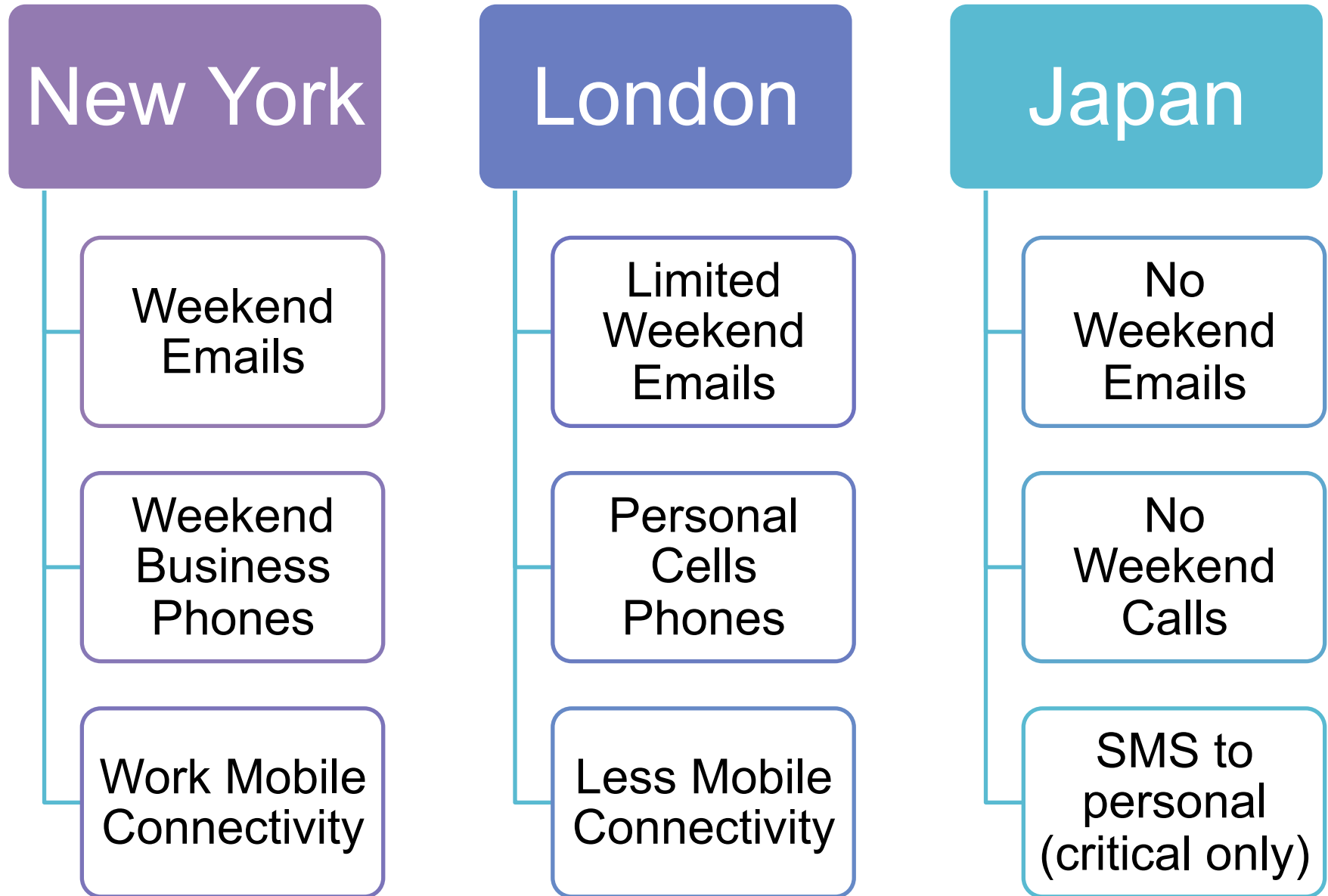
- Over-communicate
- Get feedback along the way
- Host detailed UX workshops
- Discuss release plans
- Protect your product
- Push back!



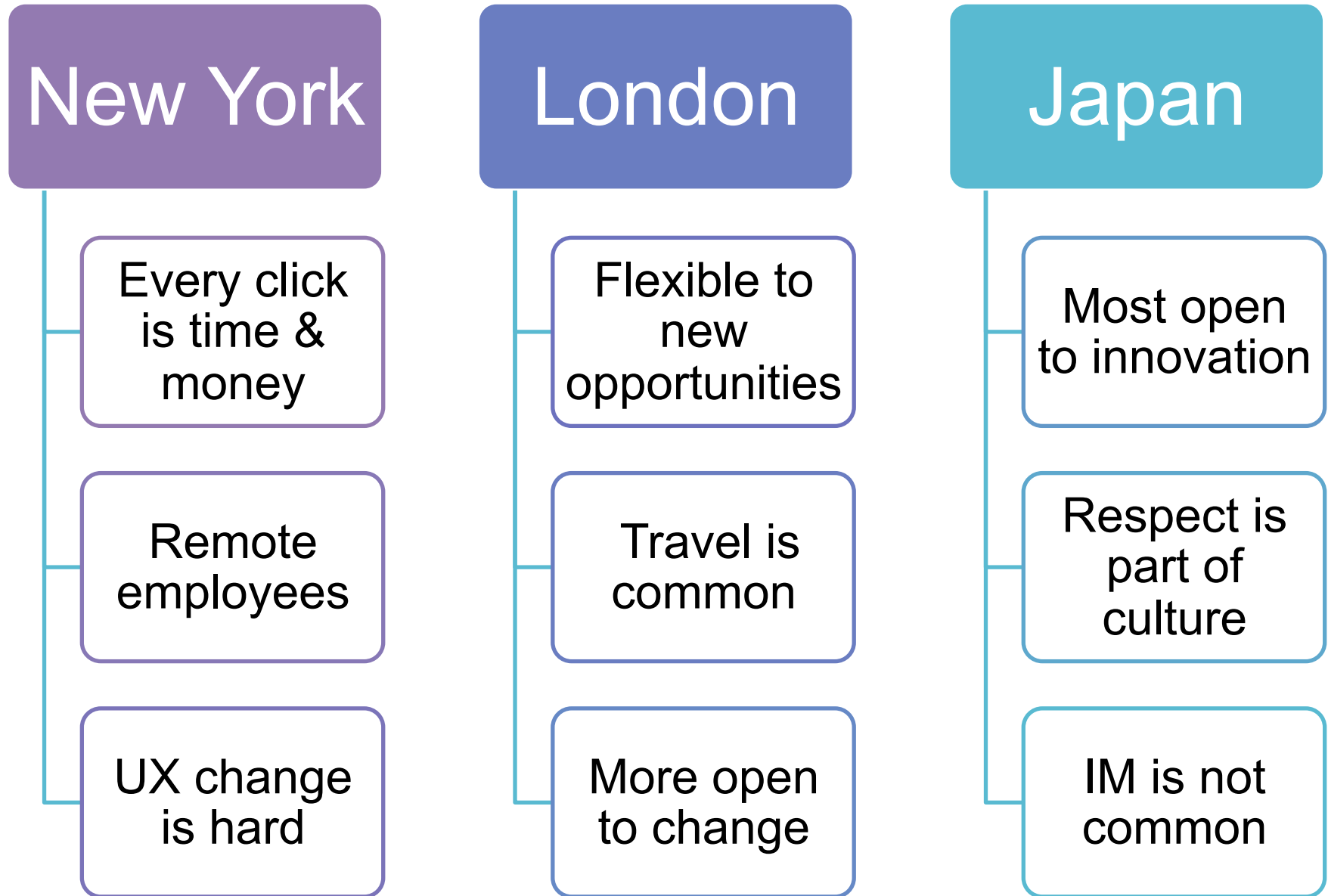
Lesson 1 - People Communicate Differently



Lesson 2 – Work Life Culture Matter



Lesson 3 – Relationship & Details



Other Observations

- San Francisco – prefer video even for local meetings
- China – regulations of walls of who can talk to who is critical
- Australia – time-zones provoke voicemail distribution lists
- Zurich – data can only reside in Zurich (local regulations)
- Regional offices – have a small set of employees

The Products Build

- Voicemail experience for 35k+ employees
 - 99% of the users had to register
 - visual voicemail app for digital access
 - mobile app to access
 - phone menus optimized (significant UX changes)
- Video experience for everyone
 - Chat from high end conference rooms
 - Mobile app for personal devices
 - Chat from home computers
 - Chat for remote employees from tablets
- Trading turrets experience
 - IM capabilities
 - conferencing menus optimized (significant UX changes)
 - Intercom capabilities

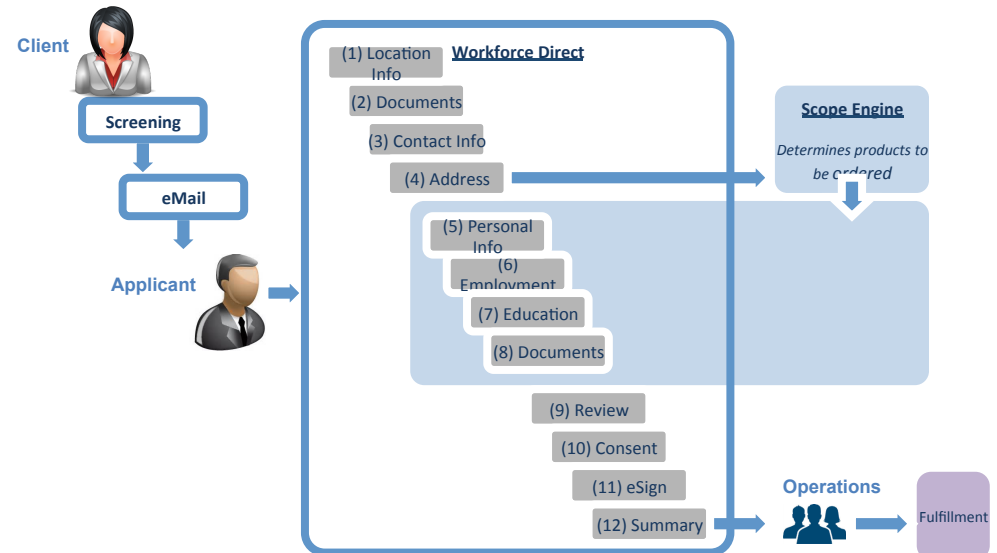
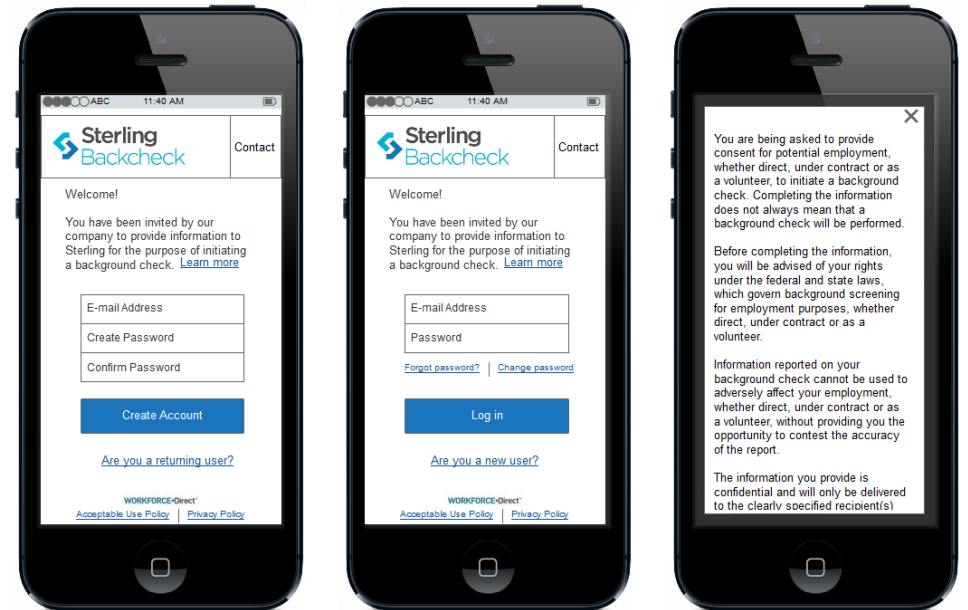
Global Products @ B2B Company

The Situation:

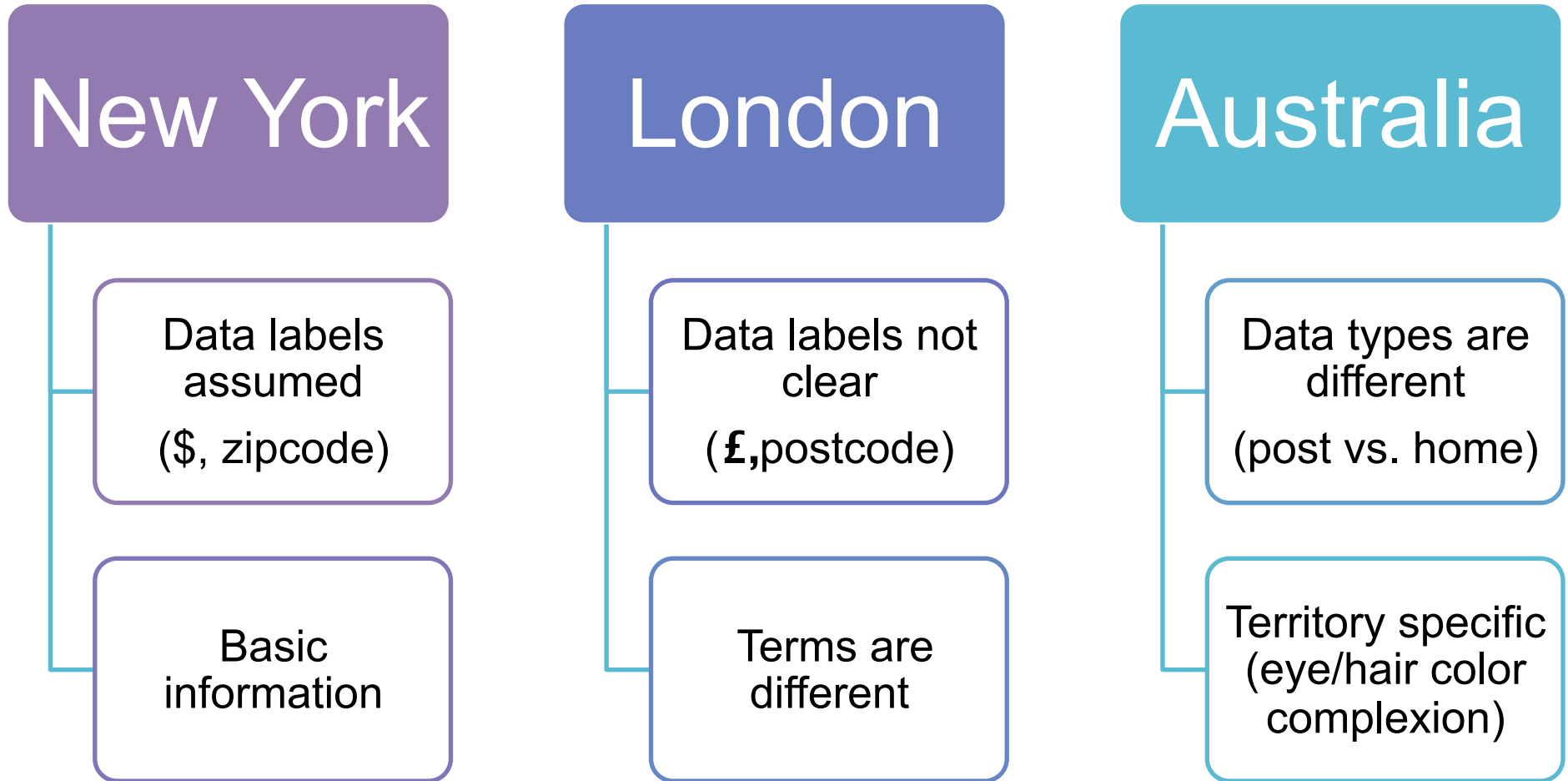
- SterlingBackcheck
- Leading screening company
- 95% domestic business
- Build for global applicants
- Recruiters care about the service not the product

Product Experiences:

- Mobile Apps/Responsive
- Global Applicant Platform
- Digital Web Platforms
- Operations Products



Lessons – Global User Experiences



Other Observations:

- India access to education information need to go to university
- Different part of UK or Australia – different requirements
- Poland and China forms are not available in English

Final Thoughts

1. LEARN BASICS
2. THE STORY
3. SHADOW USERS
4. BUILD FOR “MOST”
5. WORKSHOPS

