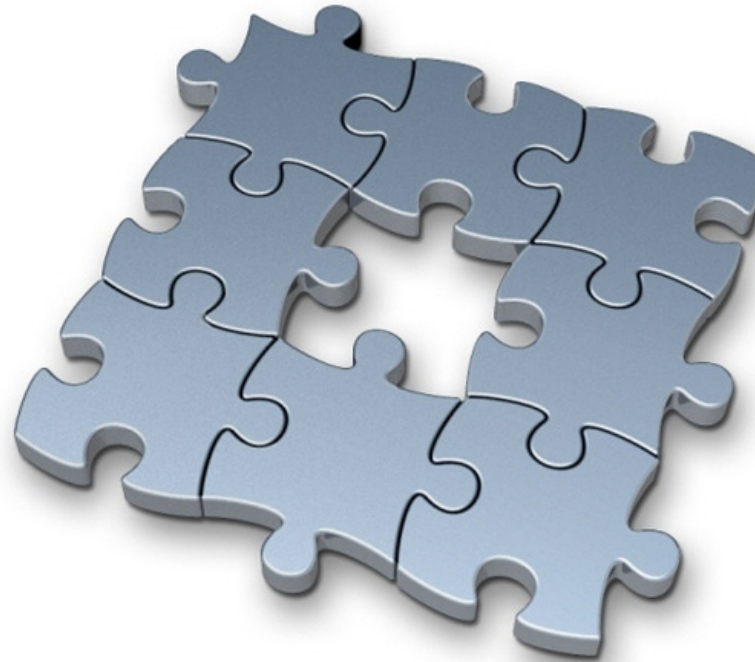


Blackblot Product Management Team Model

* Part of the "Strategic Product Manager™" course.

**Sales
Engineer**
*Advocacy
Expert*

**Product
Planner**
*Market
Expert*



**MarCom
Manager**
*Media
Expert*

**Product
Marketer**
*Marketing
Expert*

Role	Responsibility	Goal	Expertise
Product Planner (Strategic Role)	Identify and articulating market requirements	Satisfied product buyers and users	Market Expert
Product Marketer (Strategic Role)	Generate awareness, differentiation and demand	Satisfied sales force	Marketing Expert
Sales Engineer (Tactical Role)	Outbound product-centric activities, i.e., pre-sale support and product demos	Customer knowledge of product value and functionality	Advocacy Expert
MarCom Manager (Tactical Role)	Conception and copywriting of all collateral material	Consistent company image and positioning in the marketplace	Media Expert
Director of Products (Strategic Role)	Balancing corporate goals with long-term market trends and opportunities	Successful formulation and execution of market and product strategies	Strategy and Process Expert

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