

# Blackblot® PMTK

## Product Management

### Team Charter



<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

Email: <Enter email address>

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Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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## 1. Introduction

### 1.1. Document Objective

This document outlines the Blackblot PMTK Product Management Team Charter, a description of the parameters (aka boundaries) in which the product management team operates.

*<Comment: A charter for product management teams aligns new and existing team members with a consistent understanding of product management, clarifies who does what and why, and promotes cohesion among team members.>*

*Blackblot's PMTK Product Management Team Charter is synchronized with the Blackblot PMTK Methodology™ and outlines the product management team's mission, vision, scope, roles (responsibilities, goals, skills, expertise), and values.>*

## 2. Blackblot® PMTK Product Management Team Charter Visit Planning

### 2.1. Section Objective

This section describes the components of the Blackblot® PMTK Product Management Team Charter.

### 2.2. Team Vision

- Introducing and delivering practical products that customers actually need.

### 2.3. Team Mission

- Achieving product success through effective product management practices.

### 2.4. Scope of Operation

Blackblot PMTK Methodology™ foundation rules:

1. Product management is comprised of product planning and product marketing.
2. Product management resides solely in the problem space.

### 2.5. Team Values

- *Quality* – Providing products that consistently meet or exceed customer expectations.
- *Integrity* – Maintaining the utmost level of correctness and ethics.
- *Flexibility* – Focusing on customers' needs and matching the offering.
- *Responsiveness* – Timely, courteous, and professional conduct.
- *Growth* – Constant collaboration, critical thinking, improvement, and self-development.

2.6. Team Roles

Role	Responsibility	Goal	Skills	Expertise
Product Planner (Strategic Role)	Identify and articulate market requirements	Solve market problems	Intelligence, superb linguistics	Market Expert
Product Marketer (Strategic Role)	Generate awareness, differentiation, and demand	Attain Superior Perceived Value	Abstract thinking, psycho-social comprehension	Marketing Expert
Sales Engineer (Tactical Role)	Outbound product-centric activities, i.e., pre-sales support and product demos	Customer knowledge of product value and functionality	Rapport building, public addressing	Advocacy Expert
MarCom Manager (Tactical Role)	Conception and copywriting of all collateral material	Consistent company image and positioning in the marketplace	Creative, artistic	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	Thinker, influencer, leader	Strategy Expert