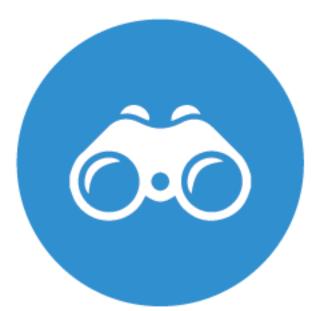
DIFFERENCES BETWEEN

A PRODUCT MANAGER (AND) A PROJECT MANAGER



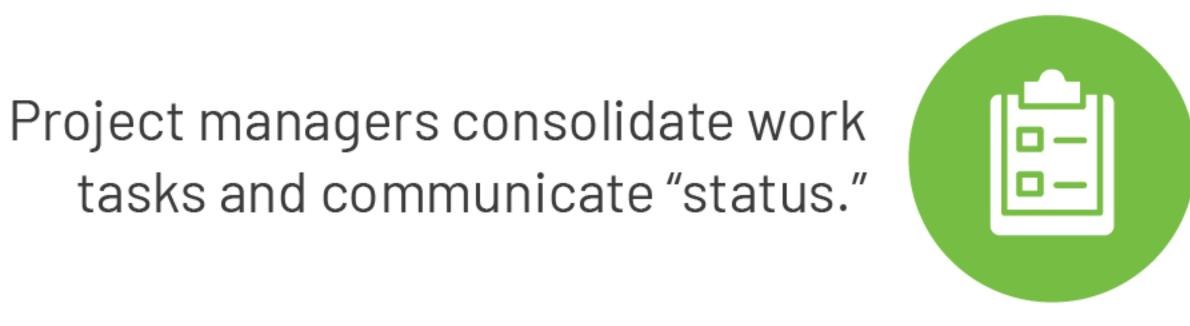
Product Managers own the "Vision."

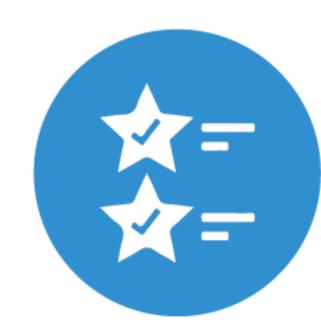
Project managers own "Execution."





Product managers synthesize and communicate "strategy."





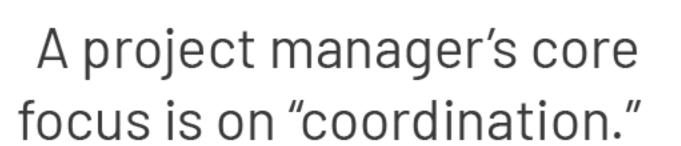
A product manager is responsible for feature definition.

A project manager (with help from business analysts) is responsible for requirements definition.

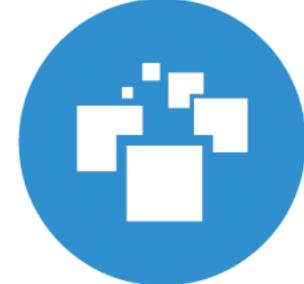




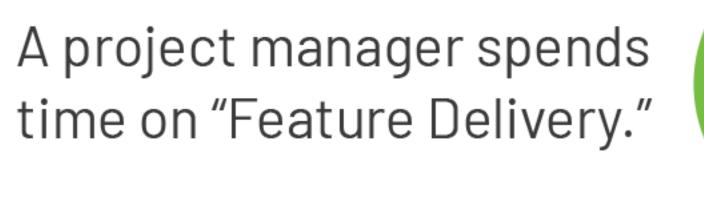
A vital focus area for a product manager is "Content."







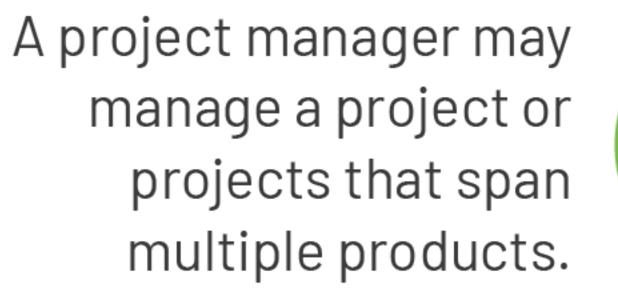
A product manager spends a lot of time on "Feature Conceptualization."







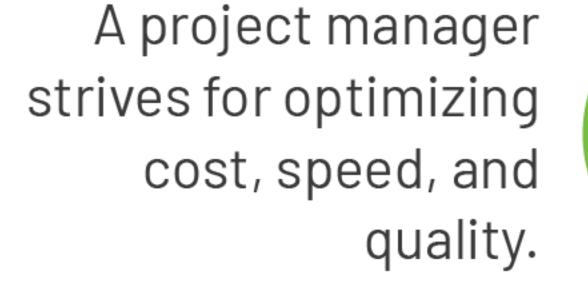
A product may have multiple projects and project managers.







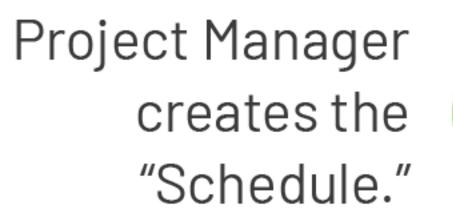
A product manager tries to optimize for the form and function of the product.







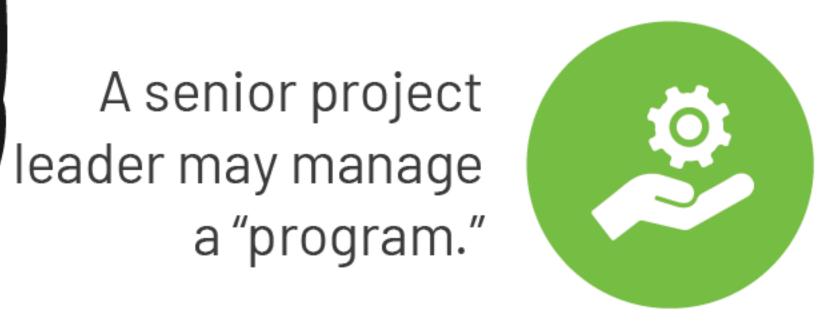
Product manager creates a Product Roadmap.

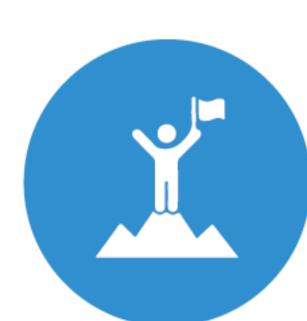






A senior product leader may manage a "Product Portfolio."





A product manager makes their name based on product success in the marketplace.



A project manager makes their name based on project success internally.

