

The Product Management Career Path

LEVEL	OWNS	PRIMARY RESPONSIBILITY	SUCCESS METRIC
ASSOCIATE PM	FEATURES	Learn how to build. Deliver small features and projects.	Did we deliver the feature successfully?
PRODUCT MANAGER	PRODUCT	Define what to build, why, and how to measure.	Did the outcome move the intended metric?
SENIOR PM	PRODUCT STRATEGY	Own strategy, roadmap, and cross-functional alignment.	Are we solving the right problems at scale?



MANAGEMENT TRACK

Create leverage through people

LEVEL	OWNS	PRIMARY RESPONSIBILITY	SUCCESS METRIC
DIRECTOR	TEAMS	Build and lead teams. Align portfolio with business priorities	Are our teams delivering impact consistently?
VP OF PRODUCT	PORTFOLIO	Set product strategy for the business unit. Drive growth and outcomes.	Is the business unit hitting its goals?
CPO	ORG	Define the company product vision and investment priorities.	Is the product organization driving company success?

INDIVIDUAL CONTRIBUTOR TRACK

Create leverage through expertise

LEVEL	OWNS	PRIMARY RESPONSIBILITY	SUCCESS METRIC
LEAD PM	STRATEGIC INITIATIVES	Lead complex, cross-functional initiatives.	Are we solving high-impact problems?
PRINCIPAL PM	PORTFOLIO STRATEGY	Shape strategy and mentor across the organization.	Is my influence improving product decisions?
DISTINGUISHED PM	COMPANY-CRITICAL PROBLEMS	Tackle the hardest problems. Advise and elevate strategy.	Am I moving the needle on the company's future?

