# Tips From Hiring Leaders What makes a great Product Manager?

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### Q What educational background/degrees, skills and experience are best suited for entry-level Product Manager roles at IBM?

- A We've found most successful Product Managers have a Bachelors or Masters level degree and skills in one or more of the following areas:
  - Innovation
  - Entrepreneurship
  - Engineering
  - Computer Science
  - Market/User Research
  - Design Thinking & Agile Principles
  - Technology Commercialization
  - Business & Go-to-Market Practices





### Q What entry-level roles does IBM have in Product Management?

A We offer two full-time, entry-level roles:

- Associate Product Manager
- Product Manager

#### **Q** Does IBM have any Product Management Internships?

A We currently offer one intern role:

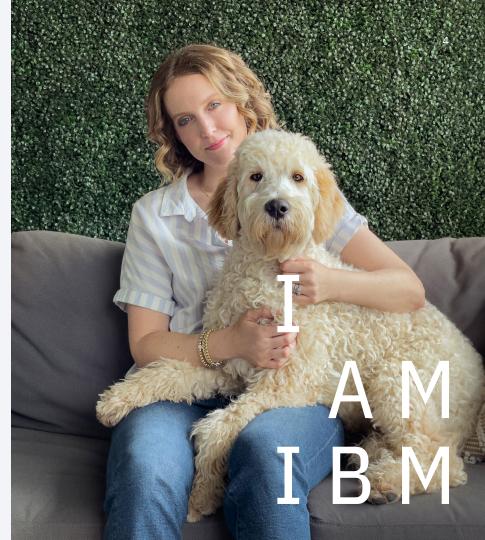
Product Manager Intern





### Q What skills or background do you look for in full-time, entry-level Product Manager candidates?

- A We look for proven experience in one or more of the following areas:
  - Emerging leaders who are entrepreneurial, adaptable, analytical, creative problem solvers, persuasive, empathetic and tenacious.
  - Those who have been exposed to, and well versed in, technology concepts.
  - Stand-out candidates will also exhibit the aptitude and experience relevant to product management.





### Q What skills or background do you look for in Product Manager Intern candidates?

- A We look for proven experience in one or more of the following areas:
  - Product Management
  - Product Development
  - Entrepreneurship
  - Design Thinking
  - Market Research
  - Go-to-Market (GTM) Strategy
  - Business Analytics
  - Or related experience





# Q What qualifications are essential to becoming a great Product Manager?

#### A Here are some key qualifications:

- Data Analytics
- Business Acumen
- Effective Communicator
- Negotiation Skills
- Design Thinking
- Agile





## Q What attributes or personality traits make a good Associate Product Manager?

A Here are the traits we consistently see in top Product Managers:

- Growth Mindset
- Market & User Centric
- Entrepreneur
- Problem Solver
- Empathetic





### Q What's the mindset of a successful Product Manager at IBM?

- A We've found people with the following ethos or way of thinking often do well:
  - Confidence to accept challenges and lead a cross-functional team
  - Hunger to engage, contribute, learn, and flourish
  - Courage to push boundaries and become change agents
  - Consistently curious





### Q What recommendations do you have to improve my candidacy with IBM and to better prepare for my future career?

#### A Here are some recommendations:

- Learn about IBM Design Thinking and Agile Principles.
- Have general understanding of IBMs AI & Cloud Platform.
- Get to know our long-term growth Strategy.
- Know the competitive landscape.
- Read our latest <u>Annual Report</u> for insight into strategic priorities and business units.
- Familiarize yourself with the <u>industries</u> in which we go to market.
- Follow our <u>IBM Blog for Clients</u> content for Clients written by Clients.





### Q Where can I learn more about IBM entry-level and internship roles in Product Management?

#### A You have several options:

- Join our <u>Talent Network</u> and sign-up to receive job alerts when Product Manager roles become available.
- Check back on the <u>IBM Career Website</u> to learn more about entry-level and intern Product Manager roles.
- Visit our <u>IBM Jobs Blog</u> to read real stories from current Product Managers.
- Come out and meet us. Check with your Career Services for current 2021–22 calendar of events.





Thanks for your interest in entry-level Product Manager roles at IBM.

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