

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

Dana (She/Her)
Dubai, UAE



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

Victor
Sao Paulo, Brazil



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.

Jesse
Austin, US



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

Bianca
Sao Paulo, Brazil



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

ShuDon
Raleigh, US



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

Emanuele (He/Him)
Bratislava, Slovakia



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

Chiharu
Tokyo, Japan



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 [Annual Report](#) for insight into strategic priorities and business units.
- Familiarize yourself with the [industries](#) in which we go to market.
- Follow our [IBM Blog for Clients](#) – content for Clients written by Clients.

Analuisa (She/Her)
Austin, US



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

A You have several options:

- Join our [Talent Network](#) and sign-up to receive job alerts when Product Manager roles become available.
- Check back on the [IBM Career Website](#) to learn more about entry-level and intern Product Manager roles.
- Visit our [IBM Jobs Blog](#) 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.

Nick
New York, US



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

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