PMO Conference
EDINBURGH 2024

This session will be starting shortly

Please take your seats

We give 'P3' a New Name

Product Management-PMO Partnership

Monie Manugue, Director
Manager – Delivery Manager
(Moody's)

From 'Accidental PMO'...

???

2020
Program Manager + PMO Lead for PMO Team

Worked with Product Team and Go-To-Market Teams

2017
Transitioned from Client-facing Project Manager to New Product Launch Program Manager

2012
1st Official PMO Experience for Technology Team

Worked with ePMO, Tech PMO and Business PMO

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Unity in Diversity

How can a diverse group of highly-skilled PMO support Product Management?
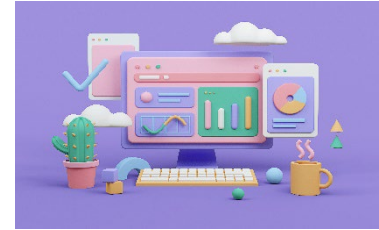
1. Understand the Arena
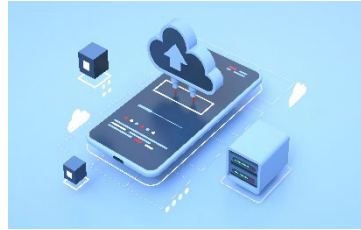
2. Identify Skills

3. Review, Optimize, Iterate

1 UNDERSTAND THE ARENA

What is a Product?

A **product** is an **item**, or
a **service offered** on the
market and designed to
**meet the needs or
wishes of customers**.

Examples of Products

Introducing 'Product Management'

*Product Management** is a **strategic function** that involves guiding a product's lifecycle, from determining **market needs** to defining the **vision** and prioritizing **features**. It requires a blend of **business**, **technology**, and **user experience** skills.
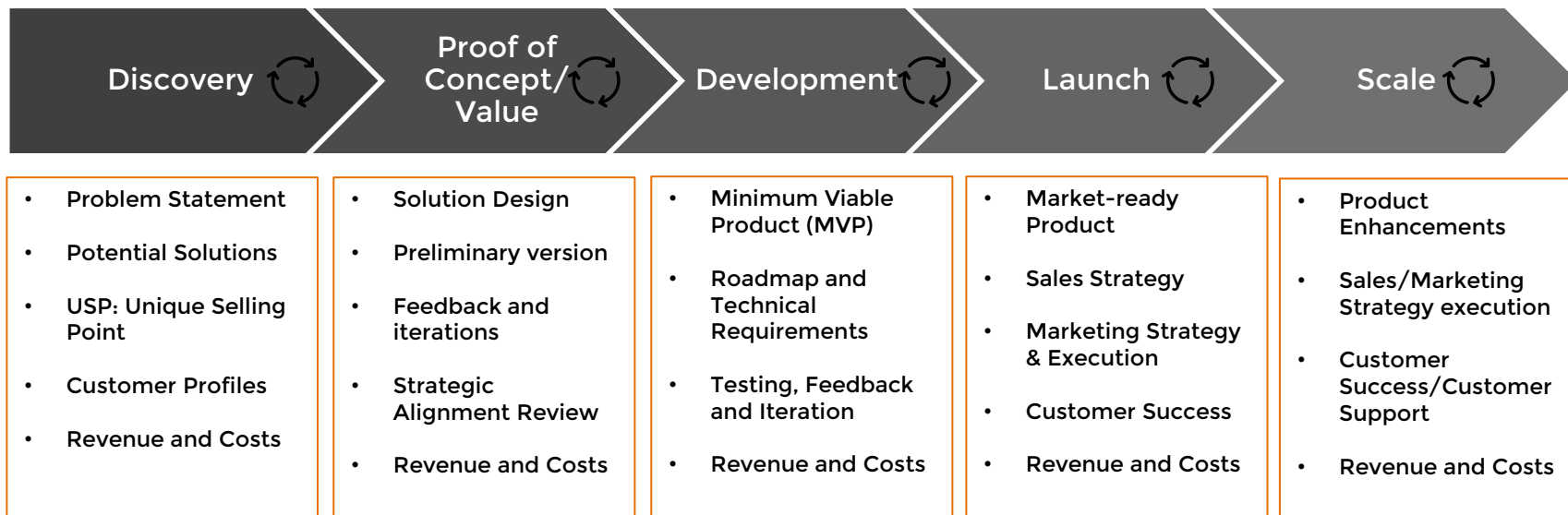
The **Product Manager** is responsible for understanding **market and customer needs**, setting the **product strategy**, and collaborating with **cross-functional teams** to **launch and refine the product**.

*Product Management + Software Engineering Teams

Software Solutions Come to Life...

Innovation Stages

Discovery	Proof of Concept/ Value	Development	Launch	Scale
• Problem Statement • Potential Solutions • USP: Unique Selling Point • Customer Profiles • Revenue and Costs	• Solution Design • Preliminary version • Feedback and iterations • Strategic Alignment Review • Revenue and Costs	• Minimum Viable Product (MVP) • Roadmap and Technical Requirements • Testing, Feedback and Iteration • Revenue and Costs	• Market-ready Product • Sales Strategy • Marketing Strategy & Execution • Customer Success • Revenue and Costs	• Product Enhancements • Sales/Marketing Strategy execution • Customer Success/Customer Support • Revenue and Costs

2 IDENTIFY SKILLS

PMO Profiles

Certified Scrum Masters

Project Managers

Release Managers

Business Analysts

Program Managers

Change Managers

...and so much more

In the Beginning...

Discovery → Proof of Concept/Value → Development → Launch → Scale

- **Program/Agile Project Management**
- **Delivery Team Stakeholder Management**
- **Team Facilitation, Communications**
- **Software Delivery Lifecycle**
- **Program/Team Governance and Reporting**
- **Continuous Improvement**
- **Release Management, Communications**
- **Feedback Management**
- **Resource/Cost Management**

PMO as a Support Function

- Set up *meetings*

- Report *status*

- Gather *inputs*

- Check *availabilities*

- React to *escalations*

Accelerating Growth

Discovery → Proof of Concept/Value → Development → Launch → Scale

Is this the P3 Vision?

- Program/Project Management

- Software Delivery Lifecycle

- Delivery Team/Customer Success/Customer Support/Sales/Marketing Stakeholder Management

- Cross-Team Facilitation, Communications

- Program/Team Governance and Reporting

- Cross-Team Prioritization & Continuous Improvement

- Release Management, Communications

- Feedback Management

- Resource/Cost Management

- Product Support Response Process

3 REVIEW, OPTIMIZE, ITERATE

Giving *PMO a Good Name

PMO Vision

To transition PMO from a Support Function to Strategic/Delivery Function, with Teams trusting the PMO as Partners from the inception to the implementation of business-critical initiatives

PMO Mission

To empower the PMO to optimize their skills for a successful collaboration with stakeholders

*PMO + Delivery Management

'P3' Vision

P3: **P**roduct Management-**P**MO **P**artnership

PMO as Support Function

- Set up *meetings*

- Report *status*

- Gather *inputs*

- Check *availabilities*

- React to *issues*

PMO as Partner

- Lead *programs*

- Own *workstreams*

- Design *governance*

- Propose *options*

- Mitigate *risks/issues*

Evolving into P3

Discovery ⟳	Proof of Concept/ Value ⟳	Development ⟳	Launch ⟳	Scale ⟳

- **Portfolio**/Program/Project Management
- **Business Development, Market Strategy/Segmentation**
- **Strategy** & Software Deli...
- **Executive**/Delivery/Cu...
- Cross-Team Facilitation...
- Program/Team Govern...
- Cross-Team Prioritizati...
- Release Management, ...
- Feedback Managemen...
- Product Support Respons...
- Resource/Cost/**Margins** Management
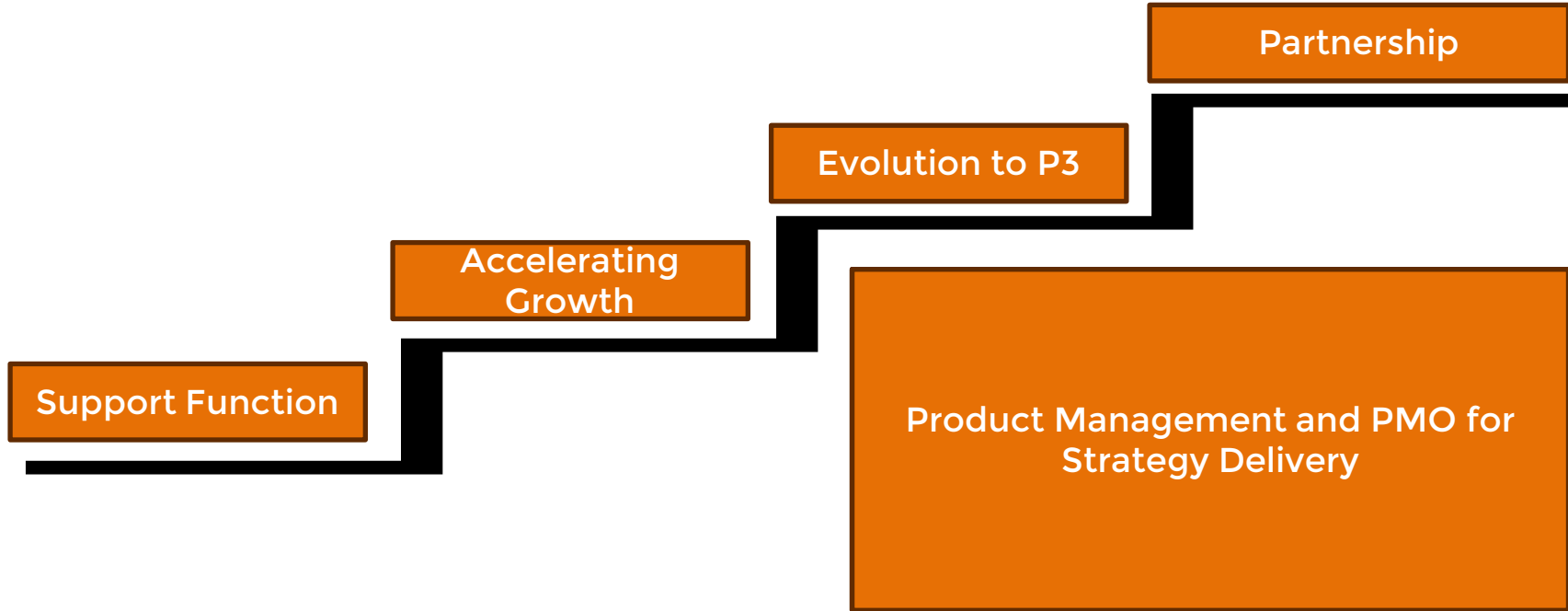- **Benefits Management**

Strategy and Software Delivery Management

Portfolio/ Program/ Project Management

Business Development/ Go To Market

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INSIGHTS

Every Step of the Way

The Pillars of the 'P3' Vision

P3: **P**roduct Management-**PMO** **P**artnership

Strategic use of PMO Skills for Collaboration	'Learn-it-all'	Sponsors

WHAT'S NEXT?

Elevating the PMO

The future awaits...
And we will conquer it!

2024+
Expansion to MIS Life teams

2022 - 2023
Growth of PMO

Strategy, Program Management,
Product Management and Operations

2020
Program Manager + PMO Lead for RFA PMO Team

2017
Transitioned from Client-facing Project
Manager to New Product Launch Program
Manager

2012
1st Official PMO Experience for Development Team.

We Give PMO a Good Name