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# Example of Principal Product Manager Job Description

Our company is hiring for a principal product manager. To join our growing team, please review the list of responsibilities and qualifications.

## Responsibilities for principal product manager

* Provide input to product marketing for the messaging platform document
* Provide input to solution/product marketing for the go-to-market plan and supports the launch team
* Drive market acceptance’ by evangelizing product to all stakeholders
* Advocate on behalf of the Seller and Associates, from the identification of defects that prevent success, to allocation of resources to resolve the most impactful issues with the teams that own the product
* Perform outbound marketing and product launch activities
* Plan and execute product announcements, and help coordinate beta testing
* Develop collateral such as technical and business white papers, success stories, data sheets, brochures, best practices and product presentations
* Interact with key business stakeholders to define and track key product performance indicators (KPIs), release-specific success metrics
* Defining the product backlog by crafting clear Epics and User Stories
* Leading product backlog grooming and estimation sessions

## Qualifications for principal product manager

* 6+ years of experience or 4+ years with graduate degree
* Bachelors degree (technical preferred and an MBA is a plus)
* Experience with video content, hosting, management (Live or UGC video experience a plus)
* Real world understanding of Agile and its applications, supporting tools, and processes
* Bachelor's degree at top-tier university
* 3-5 years working with engineering teams