

Agile Management – introduction to product marketing

The agile transformation of product marketing is the market development team. This cross-functional team is responsible for sales and product strategy. Sales increase through market observation and the start of measures. The team also works with customers to develop new ideas for products. Dr. Schneider designed and supported this transformation as the “Agile Master” of a product area.

Details

The agile transformation of a business unit is divided into three parallel groups with the following responsibilities:

- the market development team (market observation and strategy)
- the development team (development with production start-up)
- the value stream team (production and product availability)

The head of the market development team and his cross-functional team are responsible for sales and the product roadmap. In the event of deviations, measures are started and followed. The team also determines customer needs for new products and tests them with customers.

There is close cooperation with the development team and the value stream team. The focus here is on the exchange of information and the coordination of measures and potentials for the market.

The work room (war room) of the market development team is the place of the documentation, the workshop and the meeting room. The market data, the roadmap and the Kanban board with the current and next tasks hang here. The management can see the status, the documentation and the roadmap as well as current and upcoming tasks at any time.

There are special requirements for the management of the market development team. The agile method requires a new understanding of roles. It is the change of the manager from the classic distribution of tasks and control to the provider of capacities and competencies. This encourages and strengthens initiative and a sense of responsibility among team members.

The start-up phase of the market development team is supported by an experienced agile master. This person has the role of mentor and supporter of the team and the executives.

Kontakt

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