

WHAT IT'S LIKE TO BE A PRODUCT MANAGER AT AMAZON





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1. Who Is a PM at Amazon?

Virgilia is currently in charge for Product Management at Amazon Business.

At Amazon, Product Managers (PMs) own the vision of a product. They guide the “what” and “why” of the product.





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2. Tech Degree? Not Needed!

To be hired at Amazon, you don't need a technical background, but the company prefers candidates with an MBA for the Product Manager role.





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3. What PMs Do Daily

- Dive deep into customer's data that's available
- Write detailed PRD
- Work with engineers
- Launch features that matter





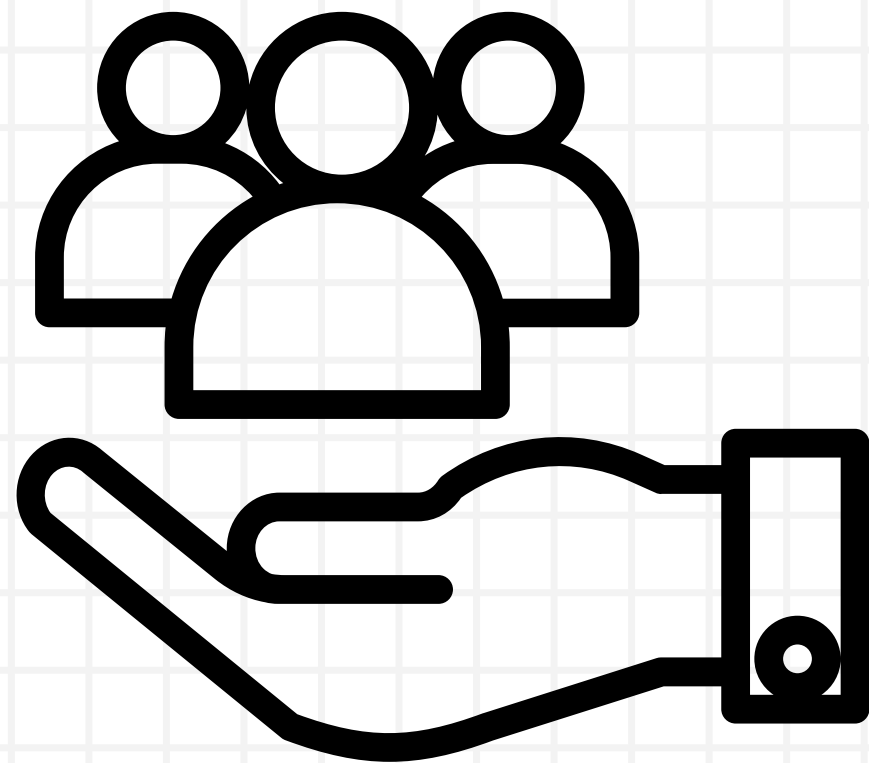
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4. Customer First

“What does the customer need?”

Amazon PMs use direct feedback and data insights to find out.



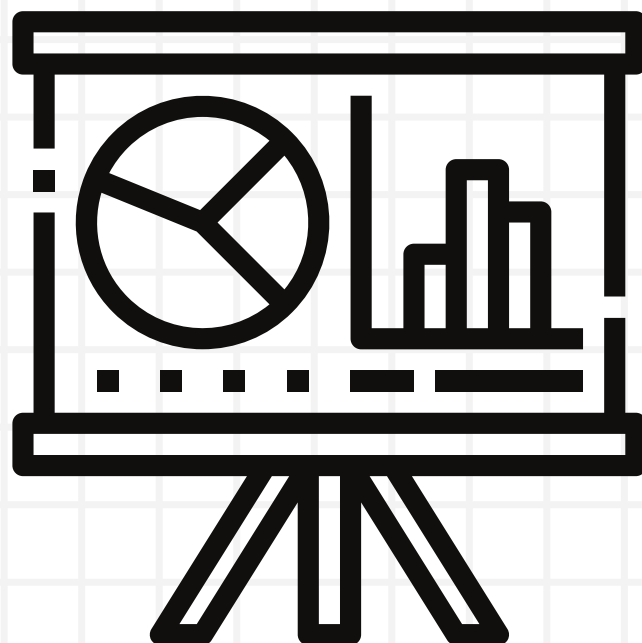


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5. No Presentation

At Amazon, written documents are preferred over presentations because they promote precision and clear, structured thinking.



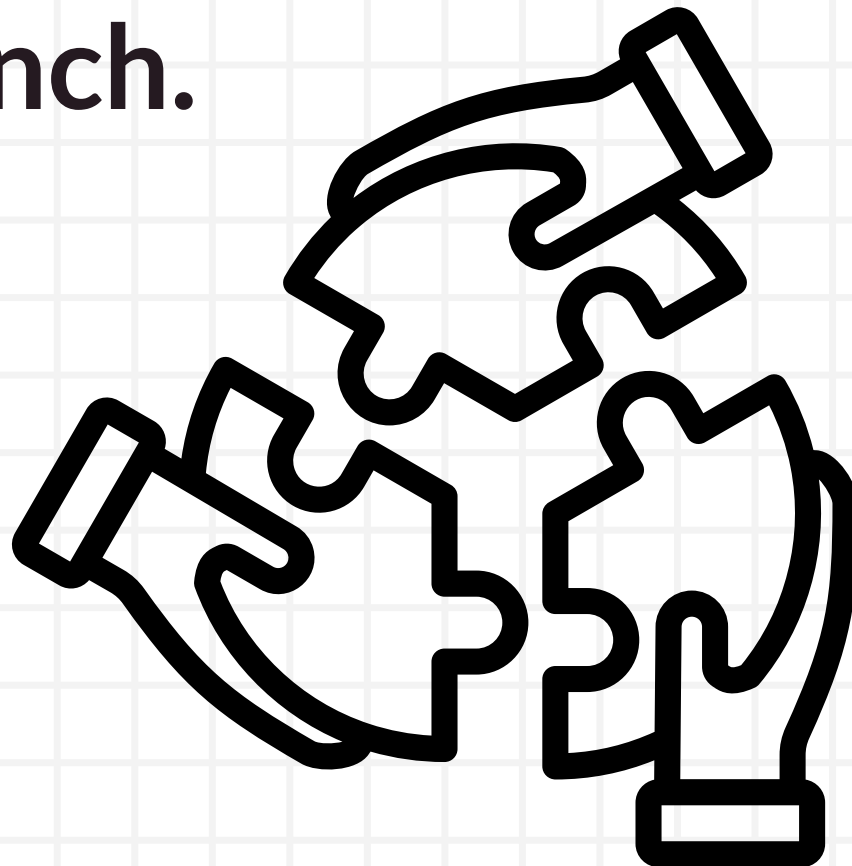


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6. Working With Marketer & Ops

PMs collaborates with marketing and operations teams to ensure a smooth handoff when the product is ready for launch.



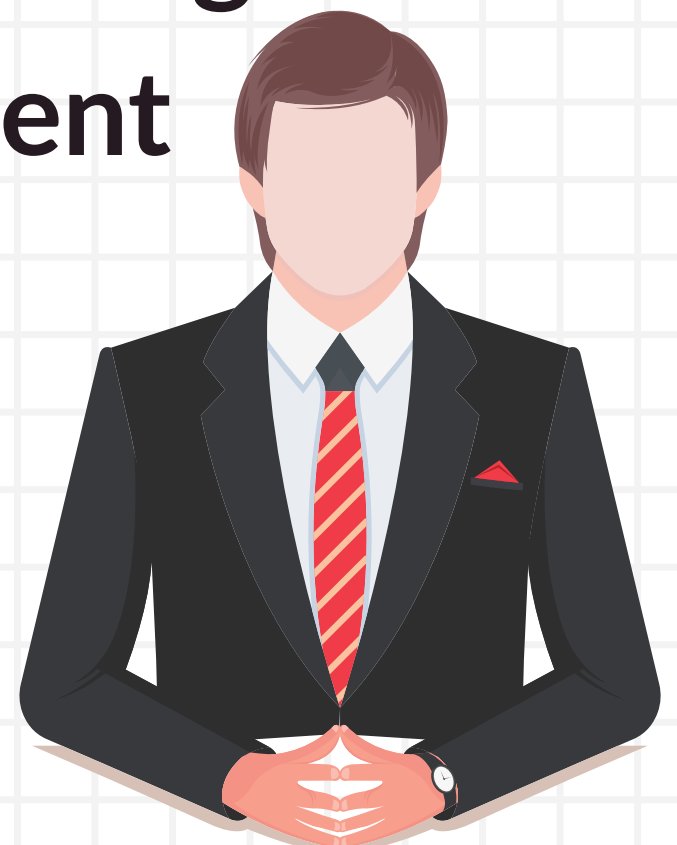


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7. Role in Product Development

The Product Manager serves as the product owner, responsible for crafting user stories and organizing the team's backlog to ensure smooth and efficient development.





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8. The Amazon PM's Soft Skills

- Analytical thinkers
- Builders, not just planners
- Fast, smart, and data-obsessed
- Comfortable under pressure





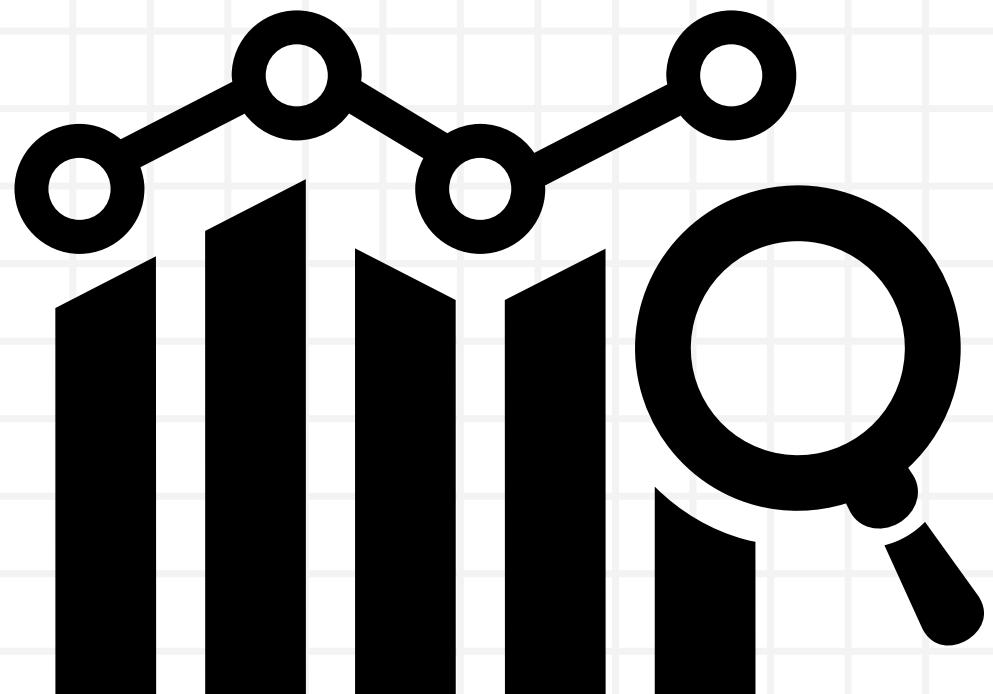
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9. Ideas Start with Data

Want to propose a new product or feature?

Start by looking at data—Amazon is very data-driven.





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10. Amazon's 14 Leadership Principles

- Customer Obsession
- Ownership
- Invent and Simplify
- Are Right, A Lot
- Hire and Develop the Best
- Insist on the Highest Standards
- Have Backbone; Disagree and Commit
- Vocally Self Critical
- Earn Trust of Others
- Think Big
- Bias for Action
- Frugality
- Dive Deep
- Deliver Results





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11. Want to Be a PM at Amazon?

Start building your skills:

- **Learn data tools (SQL/Excel)**
- **Practice writing clear business memos**
- **Develop analytical skills**
- **Stay obsessed with solving real problems**

