

Evaluating a Product Management Role at a Company

Here are some questions you should ask companies that you are considering with. Where possible you should be prepared to answer them as well.

- Vision
 - What is the vision? Do I believe in it?
- Space
 - Who is the competition? How could they win?
 - Is this market mature or developing?
 - How is the company different?
 - What is the Total Addressable Market?
 - Who has the most market share?
- Team
 - Who is on the management team?
 - How do decisions get made?
 - How are priorities set?
 - What is the track record on execution?
 - If the company is small enough, ask to talk to the CEO or VCs.
- Product
 - What don't I like about the product?
 - Why were things built/executed in a certain way? Do I agree with the thinking?
- Role
 - What career path can I expect?
 - How involved will I be with strategy?
 - Am I setup for success?
 - Will this role help me get to where I want to be?
- Company Performance
 - What is the revenue or current market value of the company? How is that measured?
 - What does winning look like?
 - What contributes to revenue / growth?
 - What are the key performance indicators for the business?
 - Is the company profitable or when will it be?
- Compensation (after you get the offer)
 - How many shares outstanding
 - What multiple is usually used to value companies in this space? 10x?
 - What % of the company are you offering me in terms of equity? Is that competitive?
 - How much dilution is expected?
 - How much will my shares be worth if the company has a \$100M, \$500M, \$1B exit?