

HOW TO BUILD AWESOME THINGS - AN INTRO TO PRODUCT MANAGEMENT

- **Date** : 9 April 2016
- **Time** : 6:30 pm
- **Venue** : Tele-presence room
- **Speaker** : Dalan Mendonca

SPEAKER'S PROFILE:

Dalan Mendonca graduated from BITS Goa 2008 batch. His major was EEE and still managed to bag a job in Facebook as a data analyst. He is a fun lover and made the most out of his college life. Did numerous independent projects and three projects with Professors during his college time. He was an admin on DC with the nick gEEEk (because he was a geek and was studying EEE). Even though he was studying Electronics and electrical sciences he learnt Java, Web Development, Image Processing, Design and Photoshop out of curiosity. He also experimented Business models with his friends which helped him understand the corporate world. Currently he works as a Product Manager in the start-up InstaMojo.

SUMMARY:

Dalan's journey to becoming a Product Manager is a very interesting one. Since his college days he showed interest in the ways a business works and used to conduct experiments to test his business models and compared it with already existent ones. What was so inspiring about him was that he proved yet again that Grades aren't the most important thing in life. Dalan was a 7 pointer and still managed to bag a job in Facebook which is basically sought after by Computer Science students while he was an electronics student. This was all due to his sheer interest in coding and confidence in himself.

He explained his role in Facebook as a data analyst and how exactly he ended up doing a Product Manager's job without an MBA. The project of fighting bad likes on Facebook was given to him. This basically meant that he was supposed to remove and prevent unwanted likes and hacking of accounts to provide likes to pages of Celebrities and Companies. For this he worked along with a lot of people from various different fields and saw through the project from start to end. This reflected on his CV that he was capable of working along with people from different fields and be able to successfully lead them. After his job at Facebook he worked at PayTM for a while and then took the job as PM at InstaMojo.

A brilliant analogy was given by Dalan to explain the role of a PM. He said what a CEO is to a company a Product Manager is to a Product. The PM is responsible for every aspect of the product. An explanation was given about the obvious and not so obvious roles of a Product Manager. He also quoted "Product Management is a weird discipline full of oddballs and for rejects that never quite fit in anywhere else".

After this a question answer session was held and the student cleared their doubts regarding the job of a Product Manager and what exactly is expected from one. With this the talk concluded.



WHAT DOES A PRODUCT MANAGER DO?

- Obvious things
 - Leading the team
 - Prioritizing things
 - Managing projects
 - Designing "human systems"
- Not-so-obvious things
 - Saying NO loudly
 - Recognizing when to get out of the room
 - Flipping the page and looking back