**Candidate Requirements: VP Product**

|  |  |  |
| --- | --- | --- |
| **Categories** | **Requirements** | **Drill Down Points** |
| **Execution** | * Demonstrated ability to deliver world-class products through a first-class process from creative inception to reality; knows what excellence looks like and how to make it happen   + Has a track record of running a disciplined, iterative, and user-centric product development process   + Extremely organized with an acute attention to detail; strong intellectual horsepower   + Is willing to be hands on with a product initiative and lead by example | * What is your product management philosophy across strategy and execution? What does successful execution look like? * What products have you worked on that you are most proud of?   + What were your biggest product failures?   + How would you improve your current product(s) if you could build it over again? |
| **Tactical Innovation** | * Ability to be a thoughtful partner on product strategy & identify key product initiatives to execute on product and user-facing components   + Execution planning: Make key decisions on prioritization that shape higher level ideas into concrete plans on how to execute   + Get alignment across entire product team and organization around these goals to push execution   + Identify new product areas and work with exec team to conceptualize and build strong solutions   + Ability to drive play testing, UI/UX designs, mock ups, experiments, and lead user research to maximize user-facing product | * Prioritization: How do you break down a strategy and larger goals into specific and prioritized roadmaps that deliver on goals?   + Give examples of how you have done this -- walk me through your process.   + How do you prioritize across multiple product initiatives simultaneously? * How do you get the organization to rally around the product strategy and process? Give examples of how you have done so cross-functionally. * How do you work through collaboration with the exec team (specifically CEO, CPO, and VPE)? |
| **Leadership** | * Has a track record of building, leading, developing and retaining a great product team   + Ability to develop discipline within product team   + Develop product team to be one of the most respected teams across the organization   + Can design and shape the product team organization to maximize production | * How do you build, manage, motivate, develop and *retain* a great product organization at scale, what is your philosophy? * How do you hire great PMs? * What does success look like for the PMs on your team? * How do you ensure things stay on track? How do you measure success? |
| **Tech Chops** | * Strong understanding of how technical components impact product development and trade-offs within; must bring a philosophy around product tradeoffs and prioritization * Has established cross functional credibility working with engineering teams | * How do you work with engineering? * Explain specific stories around product challenges & tradeoffs * How do you work through prioritizing factors with engineering? |
| **Domain** | * Experience working with high feature consumer platform |  |