

The Keys to Working in a Matrix for Product Marketing

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What does the matrix look like in Product?

- **95%** of Fortune top 50 companies operate a matrix.
- **17%** of employees surveyed by Gallup had more than one boss
- **49%** served on multiple teams some days



The Vision: Why does it matter?

- ROI
- Best possible product
- Differentiators
- Time to market
- Fewer mistakes
- Client satisfaction
- Scalability



How to make it work

- Provide a Clear Product Vision
- Communicate Often
- Create Accountability



More about
that....



Vision



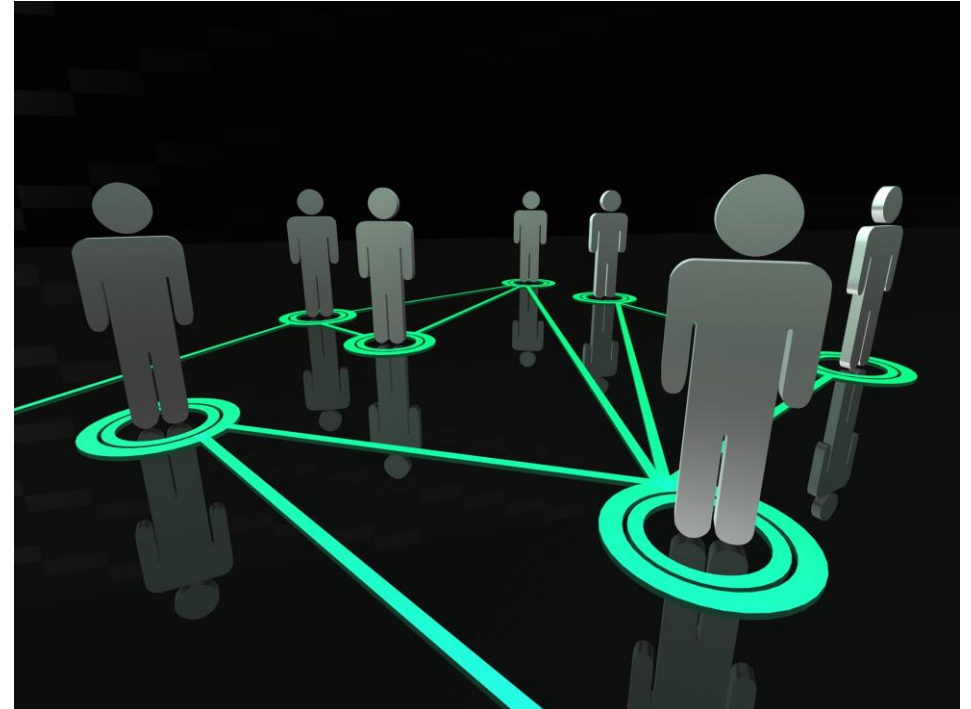
Communication



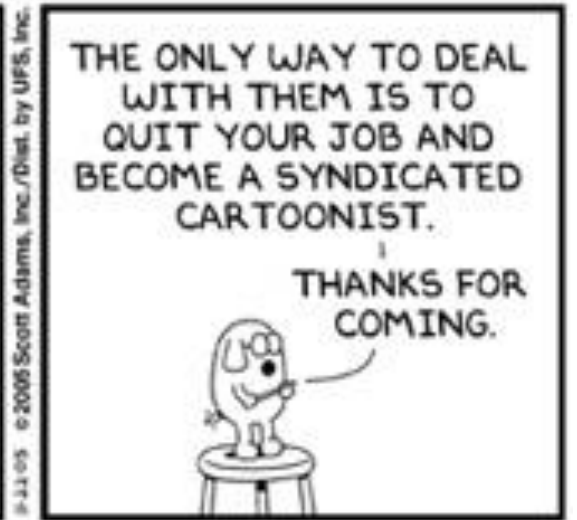
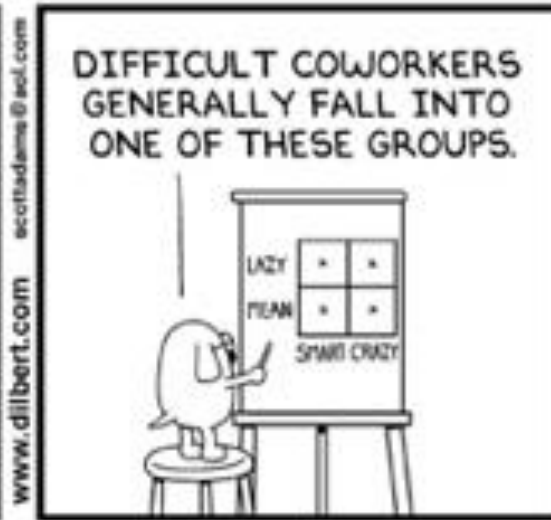
Accountability

Tips: What to do when you are stuck

- Look for friendlies
- Look outside – network
- Research



Finally



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I lead a global team centered on the research, development, and communication of TI's global product and service offerings. For the past 25 years I have held senior Product Development, Marketing and Sales roles. I get great satisfaction from being deeply involved with evolving and refining products, solutions and services for B2B companies.

I collect shark's teeth, make beer, and I am avid boater. I am crazy for my amazing husband Edward and my pawesome dog Lady. I am also involved with a number of organizations that provide aid to animals.

Let's connect at <http://www.linkedin.com/in/kirstenjepson>.

More Resources

- <https://www.linkedin.com/pulse/3-key-concepts-product-management-matrix-organization-michael-swan/>
- <https://www.leadershipthoughts.com/matrix-management/>