



Project Versus Product Management What is the PPMO?

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The Story Behind “PPMO”

	Project	Product
Objective	Achieve specific goals within a set timeframe.	Continuously improve and manage a product to meet market needs.
Focus	Execution of specific tasks and deliverables.	Overall success and lifecycle of the product.
Scope	Defined at the beginning and usually fixed.	Evolves over time based on market and user feedback.
Timeline	Temporary, with a clear start and end date.	Ongoing, with no fixed end point.
Outcome	Project is considered complete when the goal is achieved.	Continuous, focusing on long-term product success.
Metrics	Success is measured by on-time, on-budget delivery and meeting project goals.	Success is measured by market share, user satisfaction, and revenue growth.



“No One Washes
a Rental Car”



Why Treating
Products Like
Products Matters





Financial Incentives Matter

QUESTIONS ?

