

VIDEO/Podcasts/vlogs This video and all related information and materials ("materials") are owned by Carnegie Mellon University. These materials are provided on an "as-is" "as available" basis without any warranties and solely for your personal viewing and use. You agree that Carnegie Mellon is not liable with respect to any materials received by you as a result of viewing the video, or using referenced web sites, and/or for any consequence or the use by you of such materials. By viewing, downloading and/or using this video and related materials, you agree that you have read and agree to our terms of use (<http://www.sei.cmu.edu/legal/index.cfm>).

DM23-0923

Script: The Product Manager's Evolving Role in Software and Systems Development

SME(s): *Judy Hwang*

Interviewer/Facilitator: *Suzanne Miller*

Interview Conducted: *Wednesday, August 30, 2023 at 1 p.m. ET*

<Canned Intro>

Suzanne: Welcome to the SEI Podcast Series. My name is Suzanne Miller, and I am a principal investigator in the SEI's Software Solutions Division.

Today I am joined by Judy Hwang, a senior software engineer in the SEI's CERT Division. Today we are here to talk about Judy's work exploring the role of product management in software engineering. Welcome.

Judy: *Thank you.*

1. Suzanne: Judy, let's start by having each of you tell our audience about yourself, what brought you to the SEI, and the work that you do here.

- 2. Suzanne:** You recently wrote a blog post exploring the importance of product management in software development. Start by explaining the catalyst for this idea. Why did you think it was important to explore this topic?
- 3. Suzanne:** In recent years, product management has had an increasingly visible role in organizational strategy. Can you talk about the traditional product management role and how it has evolved?
- 4. Suzanne:** If I am working in software development or managing software development in my organization, and I want to incorporate product management principles, where should I start? What initial steps should I be taking?
- 5. Suzanne:** One aspect that we like to emphasize on our podcasts is transition. For our audience members who want to explore software product management, what resources are available to them?
- 6. Suzanne:** What is next for you? What else are you working on that we can bring you back to talk about?

Suzanne: Judy, thank you for talking with us today. We will

include links in the transcript to resources mentioned during this podcast.

Finally, a reminder to our audience that our podcasts are available on Soundcloud, Apple Podcasts, and Google Podcasts as well as the SEI's YouTube Channel. If you like what you see and hear today, give us a thumbs up.

Thanks again for joining us.

<Canned Outro>