BREAKING INTO

PRODUCT MANAGEMENT
CESIUM® is the software platform for making 3D geospatial data valuable to users.
MY CURRENT ROLE

Director of Product Management, Cesium

- Product Leadership at Cesium
- Strategic Product Planning and Roadmap
- Go to market and product launch
- Bridging customers, business, and developers
- Customer outreach & Commercial in-bound
How I “Fell” into PM

- CS Undergrad in India
- Penn for Computer Graphics (2011-13)
- Met Patrick Cozzi
  - As Cesium Lead at AGI + Penn GPU Programming Lecturer
- GPU Software Dev at ArrayFire (‘13-’16)
- Cesium (Team) at AGI as Software Dev (2017)
  - ++ speaking and customer engagement
- Penn GPU Programming Lecturer 2017-now
- Cesium spins off into its own company in June 2019 following Series A
KEYS TO SUCCESS

‣ Take up tasks that are **not** part of your core skill set
‣ **Outcomes**, not activities
‣ Obsession with customer feedback and solving problems
‣ Ask questions, a lot!
‣ It’s ok to say “I don’t know the answer **yet**.”
‣ Company culture
‣ Be respectful and empathetic to others
‣ Network for knowledge
‣ Take notes (never too much)
RECOMMENDATIONS

‣ Books: (Title, Author Last Name)
  ▪ **Inspired** (Cagan)
  ▪ **Unsubscribe** (Glei)
  ▪ **Give and Take** (Grant)
  ▪ **Getting to Yes** (Fisher, Ury)
  ▪ **The Lean Startup** (Ries) - Startup / fast environment

‣ Follow LinkedIn, Twitter, Blogs of influential people in your space

‣ **Negotiation Insights** by Prof. Deepak Malhotra (YouTube)

‣ **Find a mentor**
“You are always negotiating - every moment of every day. Find what you are willing to compromise and what you are not.”

THANKS!
Shehzan Mohammed
@shehzanm

CESIUM

is hiring for a variety of roles
Software Dev, UI/UX, Full Stack, and including “Choose Your Own Adventure”!

https://cesium.com/jobs, or
samantha@cesium.com

Modified from Patrick Cozzi’s advice to me.