lpc

laproductconf

Product Jobs in 2023

Annual barometer

THIGA

MOKA.CARE

Hello to the entire Product community!

This edition of the LPC survey you're browsing is probably the largest since we launched this initiative in 2018.

Significant in terms of numbers: **1,308**. That's a lot for a profession whose community was born ten years ago and is still largely unknown beyond the "tech" world. **A huge thank you to all of you for taking the time to share this useful information.**

Important because it comes at a tipping point. The growth of our profession has closely followed that of fundraising. Many of us have therefore caught the profitability wave head-on.

The vocation of the product has always been to have an economic impact, not just to create value for users. The rise of Product Marketing is a very encouraging sign of this realization: the Product business doesn't stop at delivering functionality.

But like any sudden change, this shift is accompanied by side effects. Some are obvious: tighter budgets, redundancies, a rebalancing between demand and supply that affects salary progression. Others are less obvious. Such is the case with the impact on our mental health.

That's why we decided to form **a partnership with moka.care**, whose aim is to help companies create healthier working environments.

In this way, we wanted to highlight issues that we are still too powerless to address, both individually and collectively. It's often difficult to confide in our colleagues, HR or managers. The subject remains taboo in the workplace.

Whether in the February 2023 study conducted by moka.care or in this barometer, **it appears that over 50% of respondents consider that a mental health problem sometimes affects their productivity.**

Work intensity and workload are by far the main psychosocial risk factors affecting Product People. We would like to highlight two facts: 66% of Product Marketing Managers report that their work intensity and workload affect their mental health, compared to an average of 43% of all respondents. However, this psychosocial risk is less prevalent in companies with one Product Manager (30%) than in those with 20 Product People (50%).

The rest of the study follows on from last year. We have delved into many aspects of the roles of Product Manager, Product Designer and Product Marketing Manager, from the most junior to the most senior. Organizations, activities, salaries, parity, you'll find a wealth of information in our study.

We're continuing to monitor gender pay, which we feel is crucial given the extent of inequality in tech, both in terms of numbers and salaries. The good news this year is that, with the slowdown in salary increases, a real rebalancing is taking place. However, it is still too high among Product Leaders.

Finally, we have modified the parameter of years of experience in the Product to be consistent with the methods used to calculate market salary surveys. We have now counted the total number of years of professional experience.

We wish you an excellent read and a profitable year ahead!

Fabrice des Mazery for the La Product Conf team and Guillaume d'Ayguesvives for the moka.care team.

Your life

- You and your job
- Your company's location
- Your remote model
- Your type of company
- Your field of study
- Your professional experience
- Before you started building products...

Your job

- What you like most and least about your job
- How you feel at work
- Focus on mental health
- The number of people you manage
- Recruitment
- Your responsibilities
- Team organization
- The understanding of your job

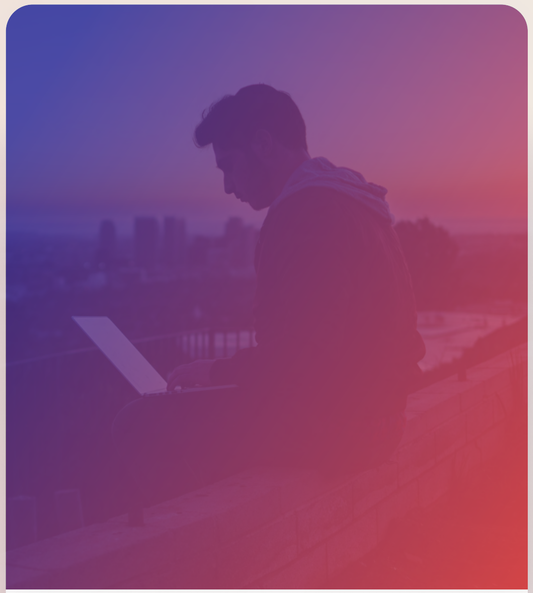
Your salary

- Your salary
- Salary comparison between men and women

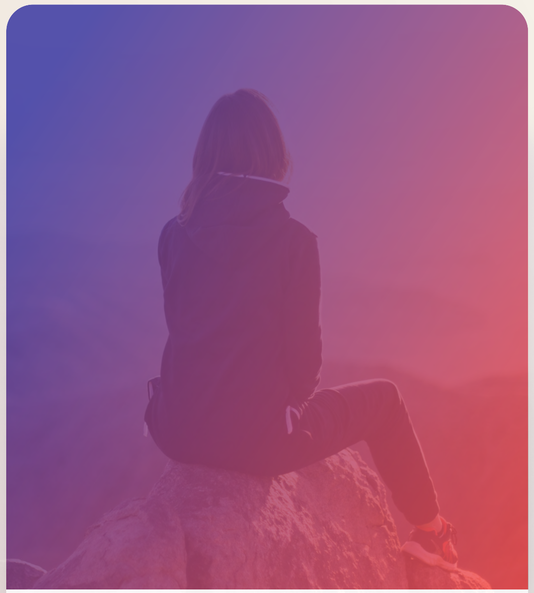
Your career

- Your career development
- The companies that attract you most
- Your skills development
- Your favorite podcasts
- Your favorite newsletters

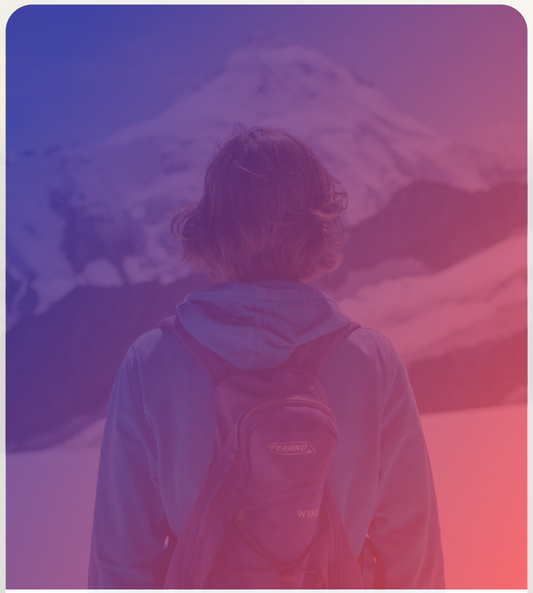
Your life



Your job

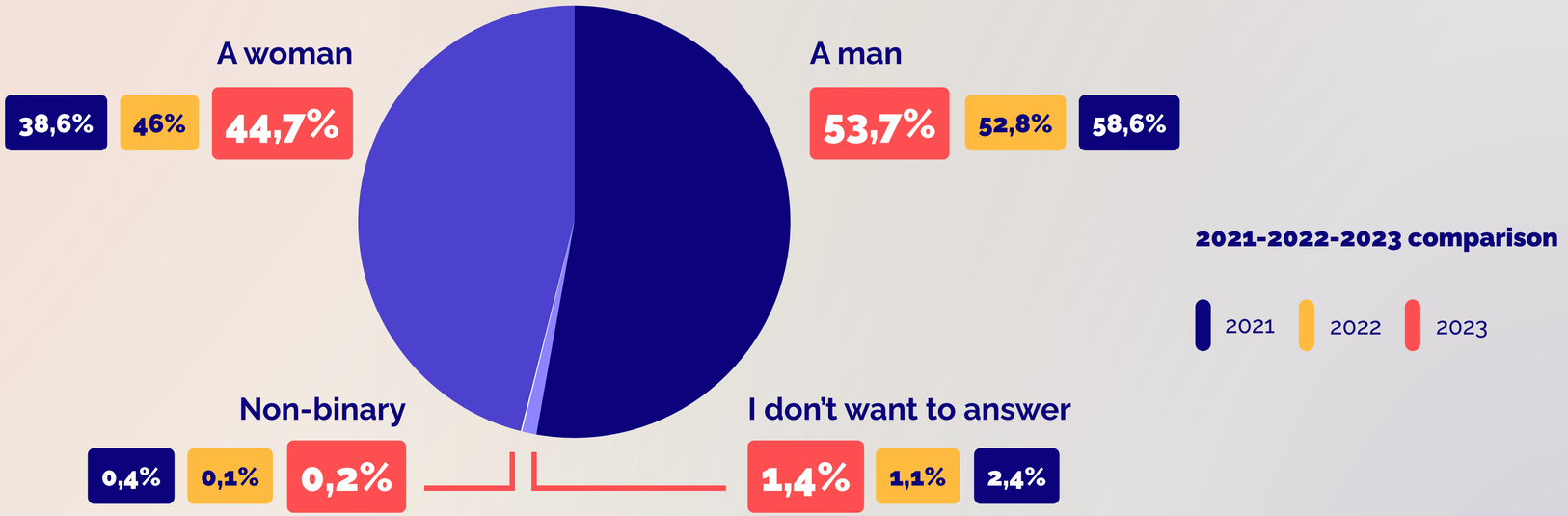


Your salary



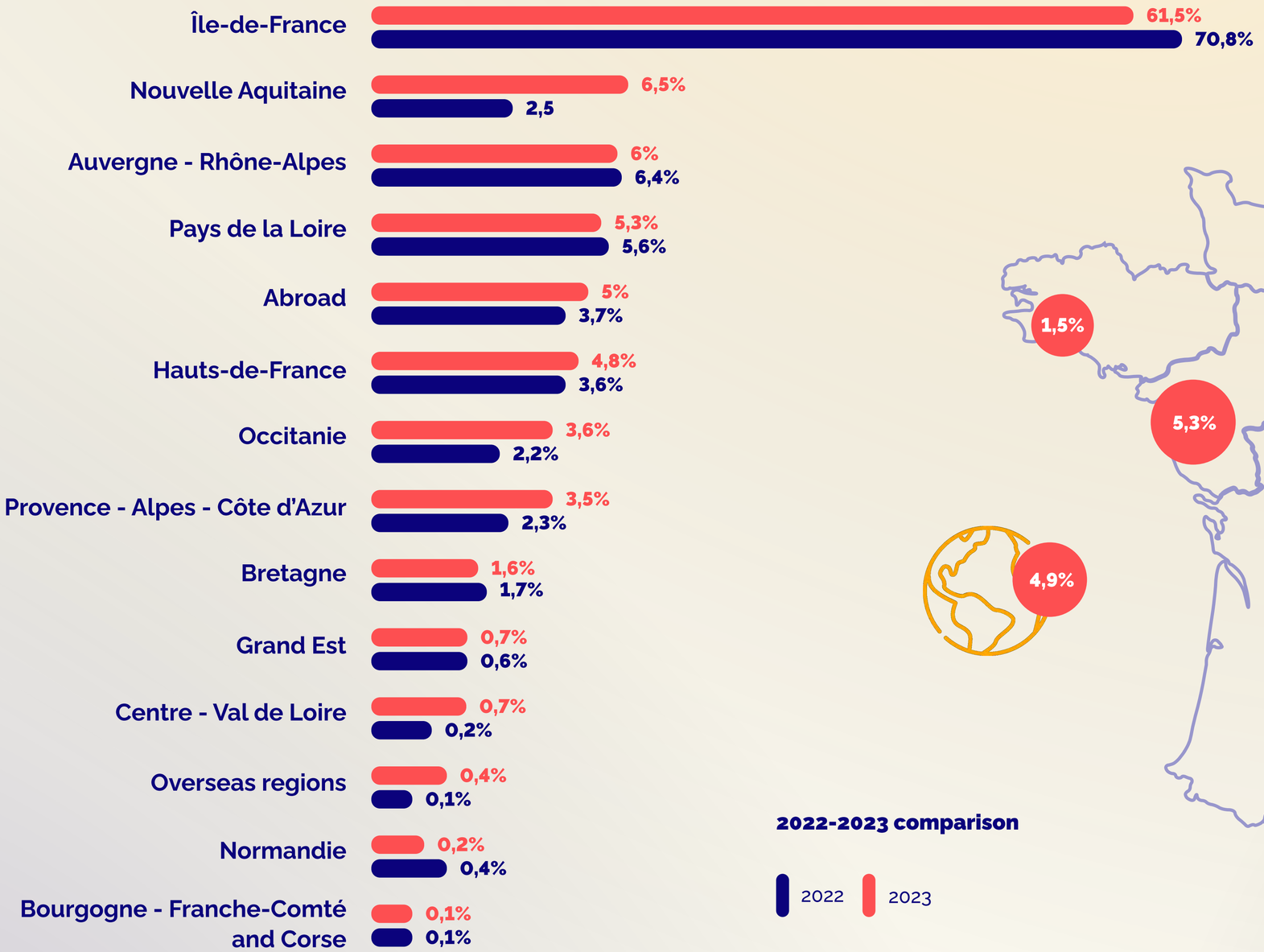
Your career

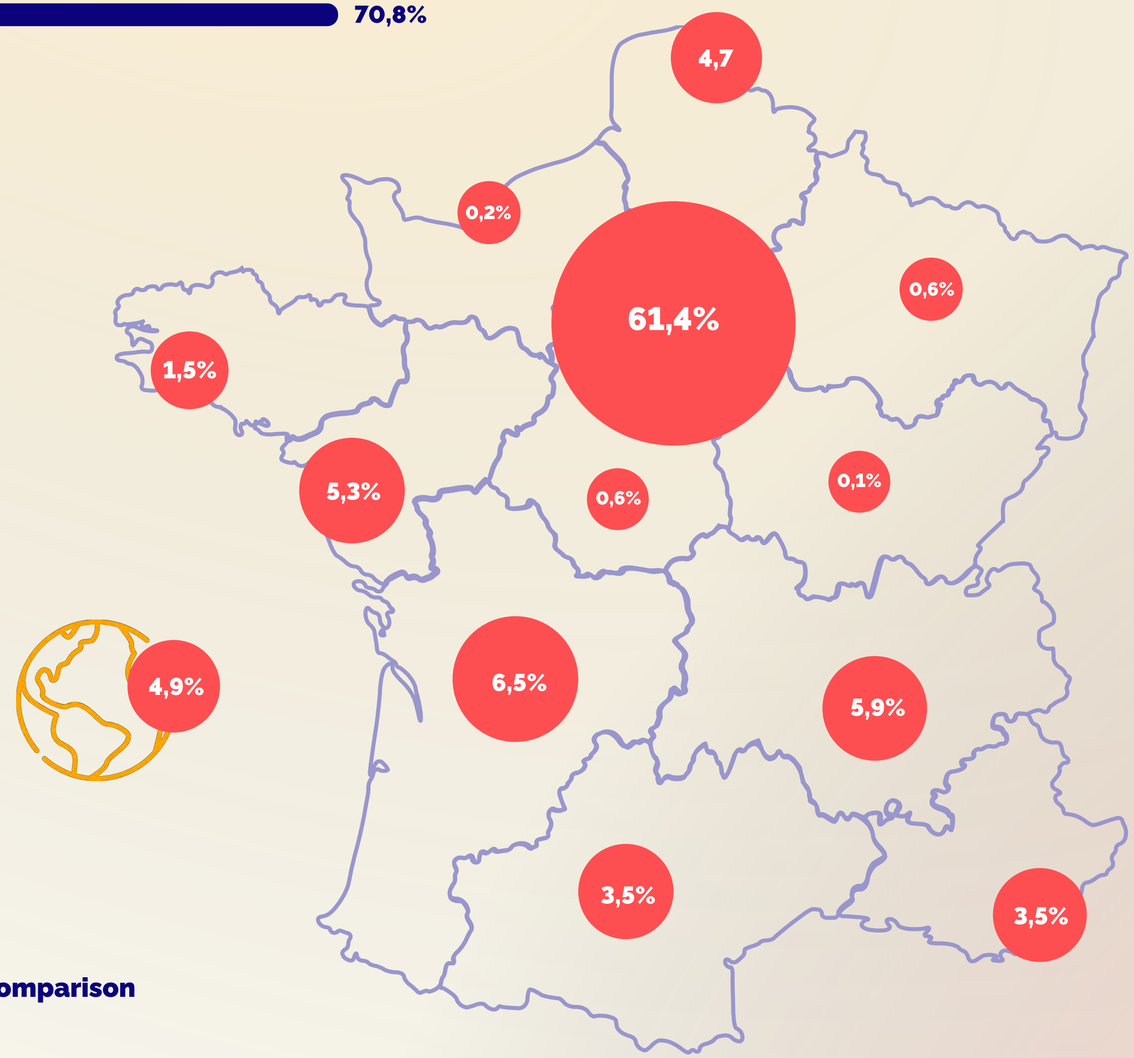
You are...


A woman
38,6%
46%
44,7%
A man
53,7%
52,8%
58,6%
2021-2022-2023 comparison
2021
2022
2023
Non-binary
0,4%
0,1%
0,2%
I don't want to answer
1,4%
1,1%
2,4%

57,9%
Product Owner / Product Manager
25,1%
Product Leader (Head of, VP, CPO...)
12,2%
Product Designer / UX-UI Designer
4,8%
Product Marketing Manager

Where do you work?

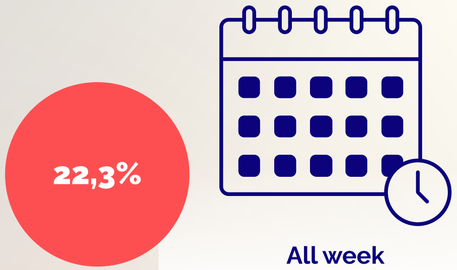




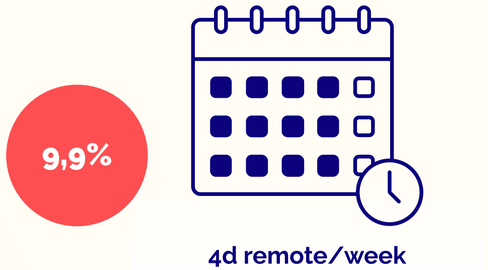
2022-2023 comparison

2022 2023

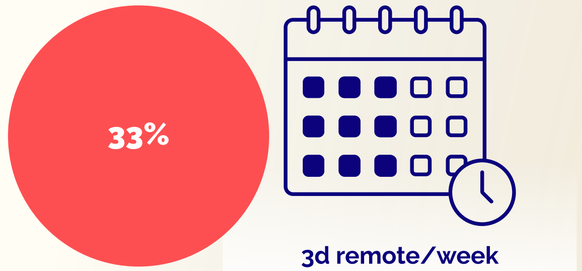
What remote work policy has your company adopted?
(per week)



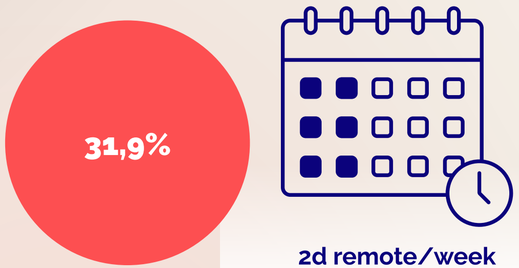
All week



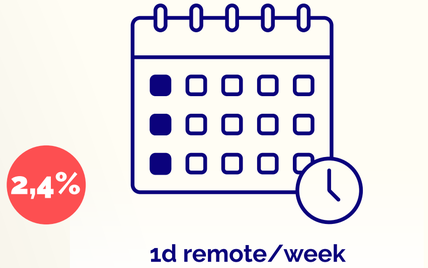
4d remote/week



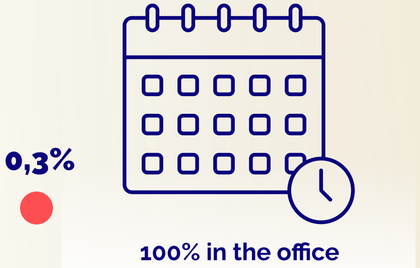
3d remote/week



2d remote/week



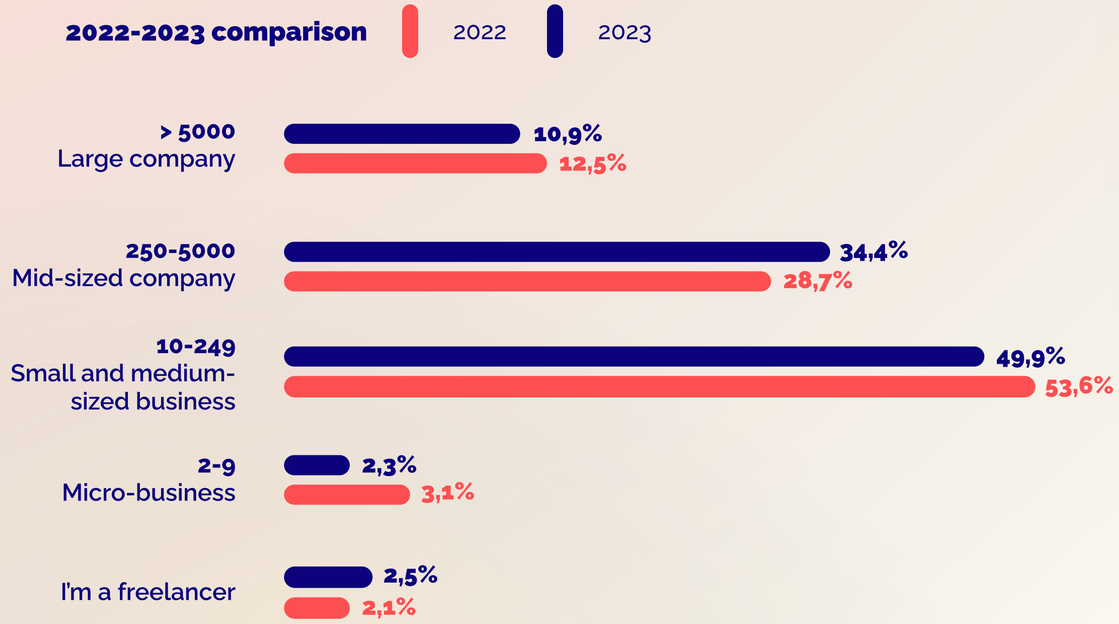
1d remote/week



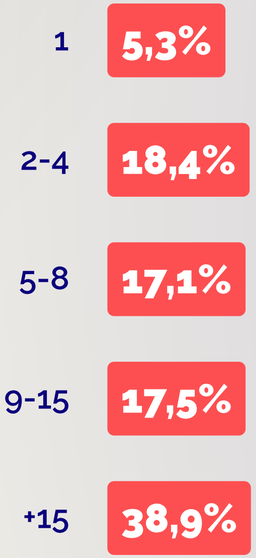
100% in the office

Is your company a digital-only company (startup, scaleup, software publisher...)?

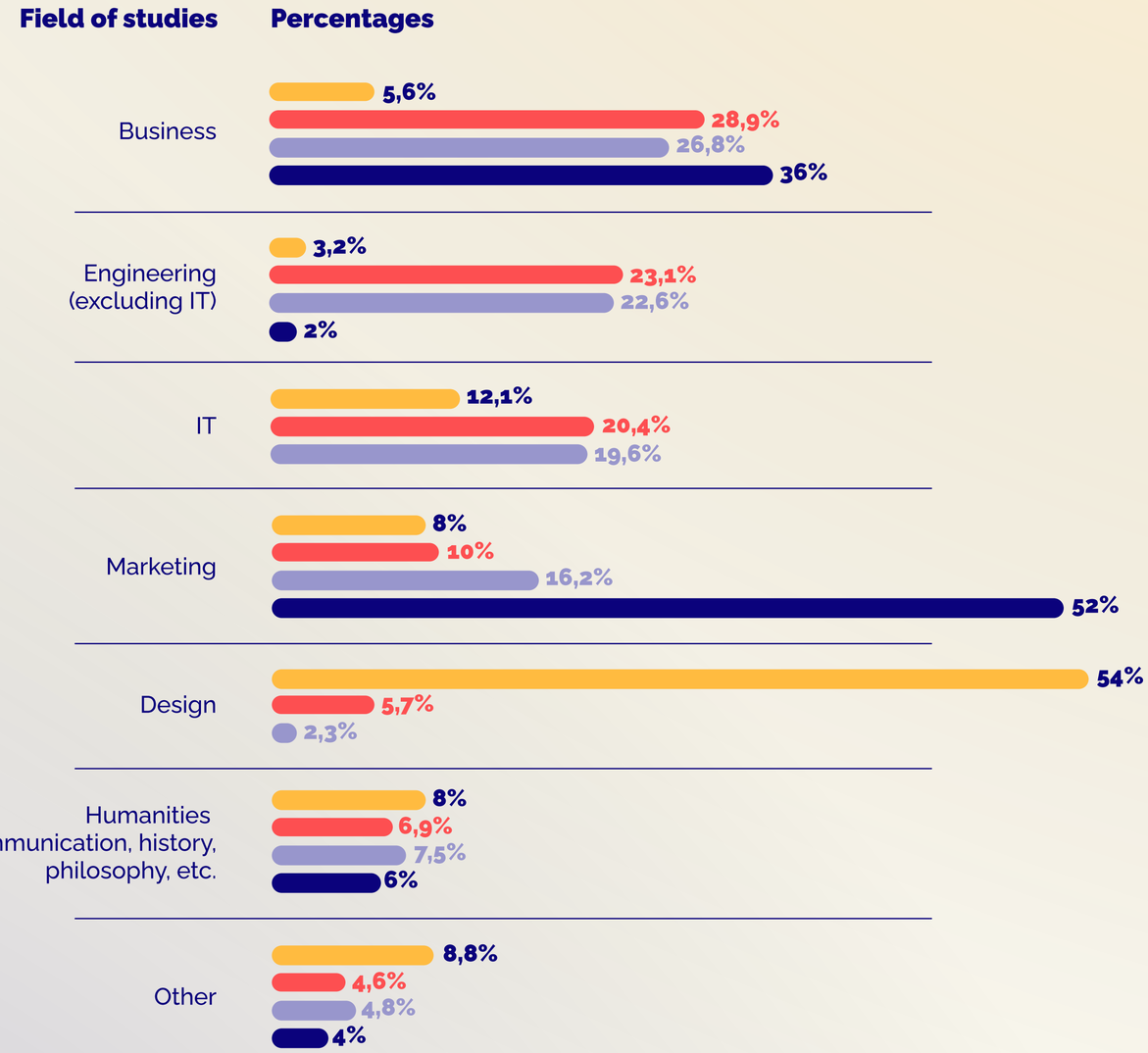
What is the size of your company?



What is the number of Product people in your company? (We include all Product People, including yourself.)

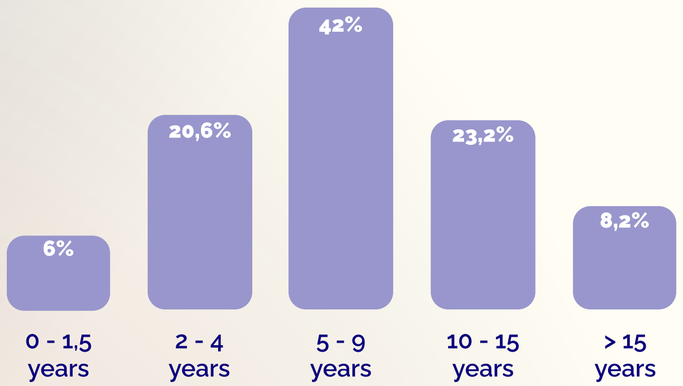


What was your main field of study?

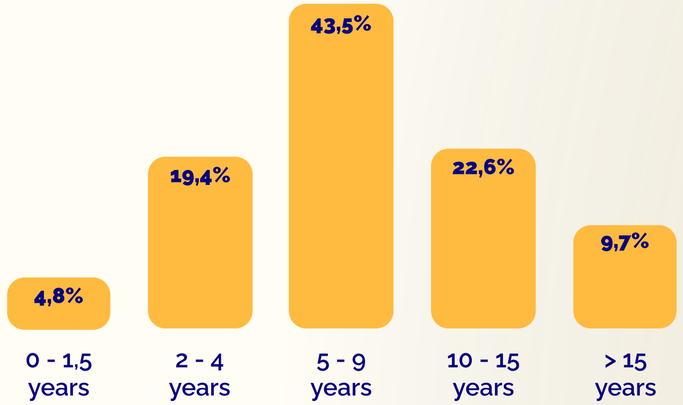


How many years of professional experience do you have?

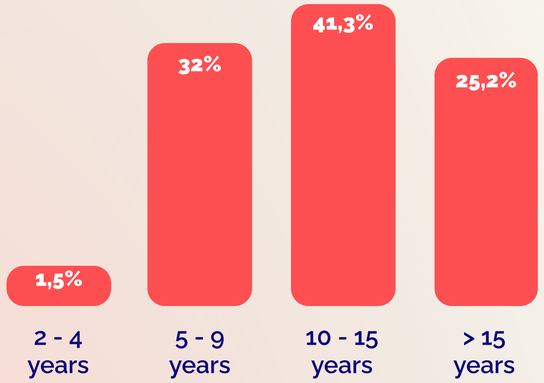
Product Manager



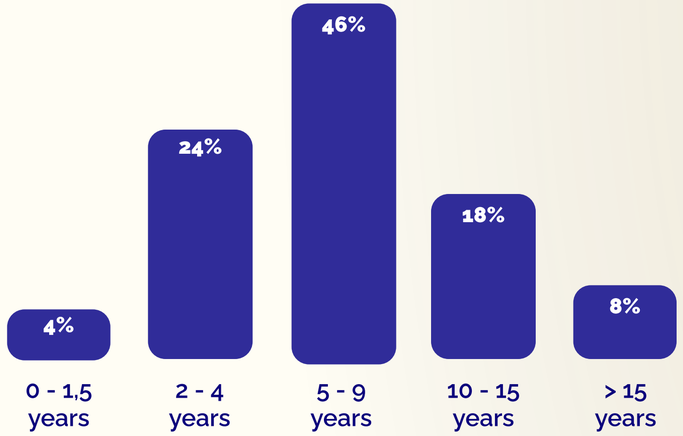
Product Designer



Product Leader



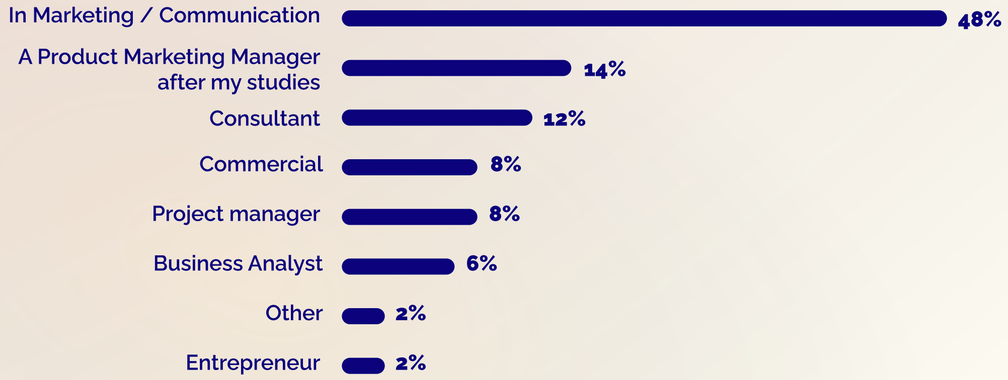
Product Marketing Manager



Before you started building products, you were...

Product Manager

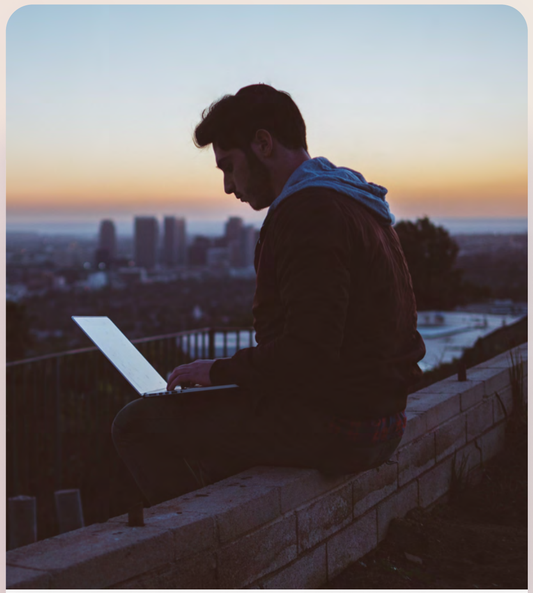
Product Marketing Manager



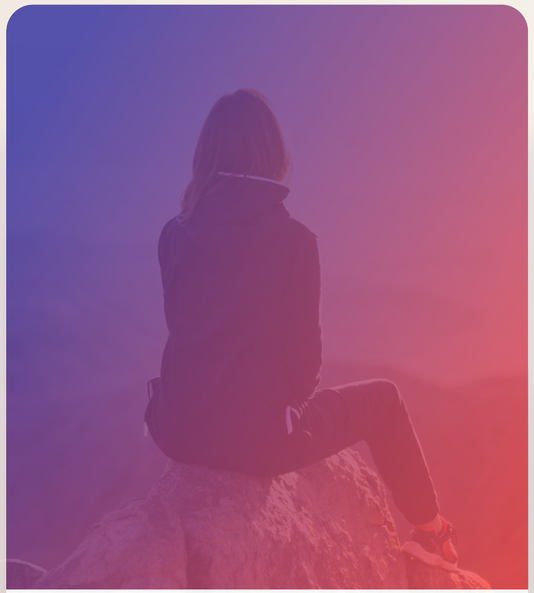
Product Designer

Product Leader

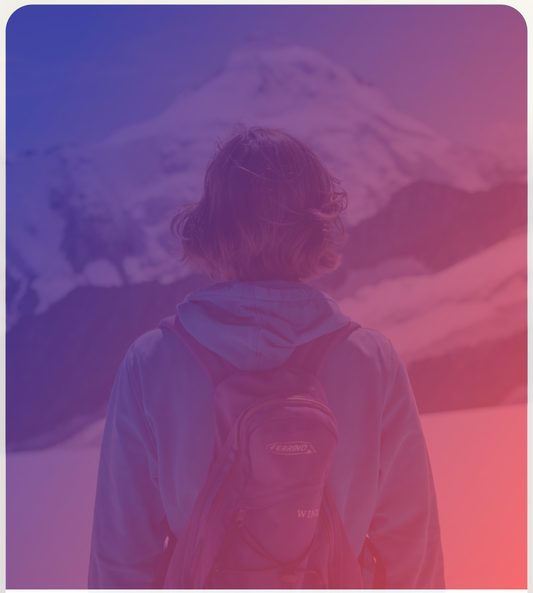
Your life



Your job



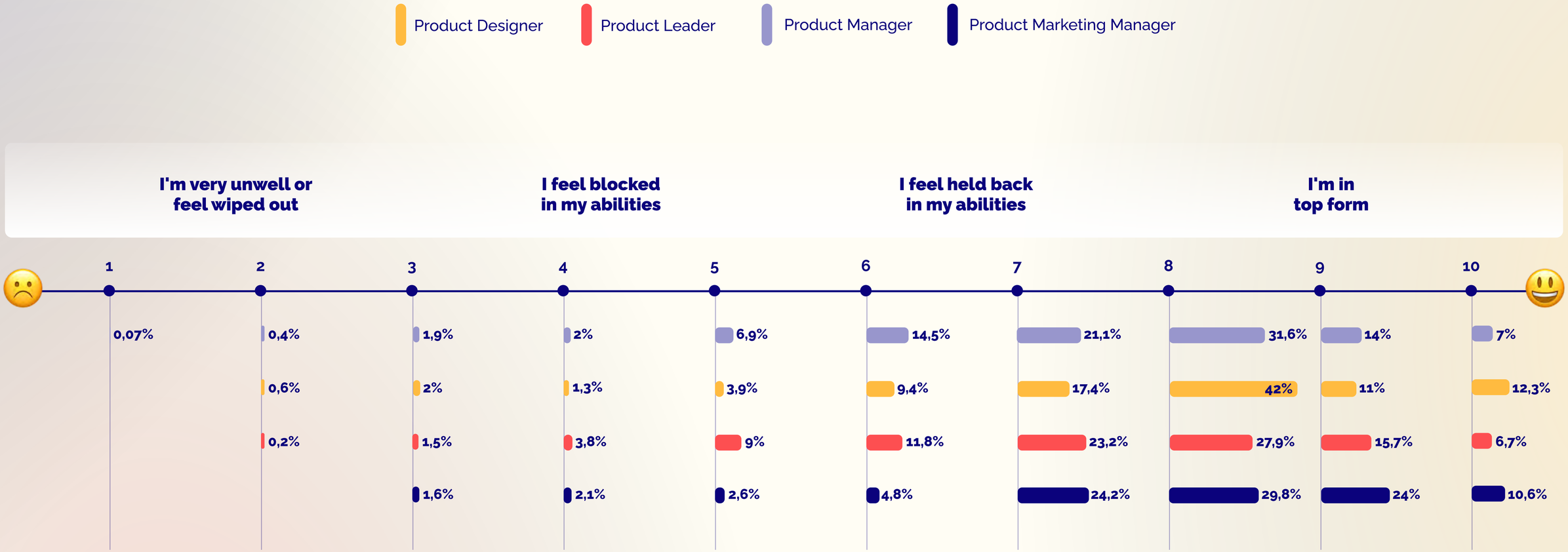
Your salary



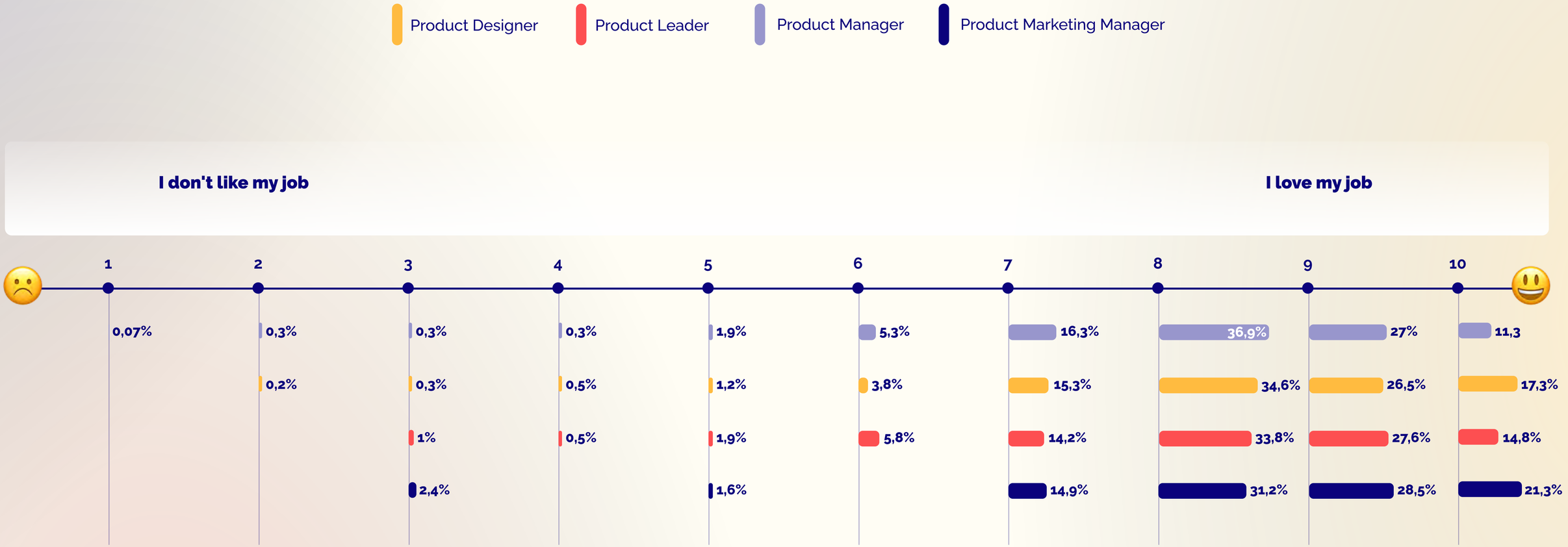
Your career

What is your favorite and least favorite thing about your job?

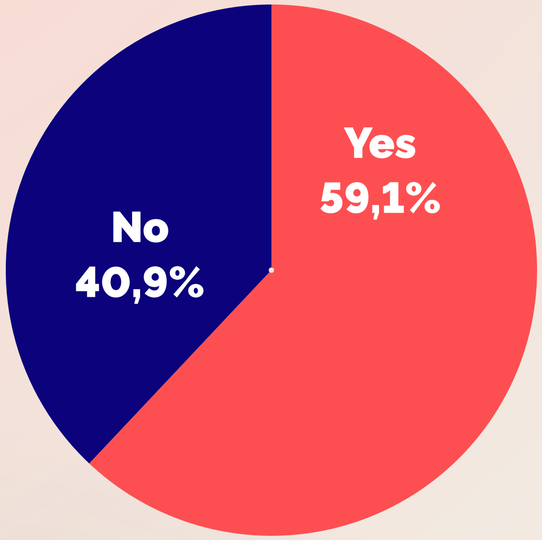
On a scale of 0 to 10, how do you feel?



On a scale of 0 to 10, do you like your job?



Does a mental health issue sometimes impact your productivity?



For information:

75.4% of respondents said that a mental health problem sometimes affected their productivity, in moka.care's Product&Santé Mentale survey conducted in February 2023.

What psychosocial risk factors do you consider to be most prevalent in your company's product teams?

Work intensity and working time
Work overload, unrealistic or unclear objectives, long working days, contradictory instructions, atypical working hours, unpredictable working hours...

43,5%

Conflicting values
Not being proud of your work, not being able to do quality work...

16,8%

Emotional demands
Tensions with the public, contact with human suffering or distress, the need to hide your emotions...

15,8%

Low autonomy at work
Little leeway to do your job, imposed work pace, no opportunity to develop your skills, no participation in decision-making...

9,3%

Insecure work situation
Fear of losing your job, not maintaining salary levels, precarious employment contracts, restructuring, uncertainty about the future of your profession...

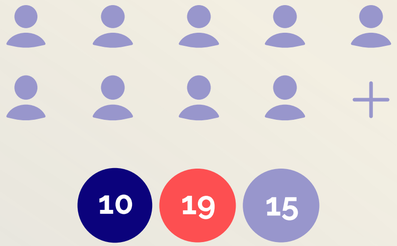
8,6%

Poor social relations at work
Conflicting relationships with colleagues or management, no career prospects, lack of recognition...

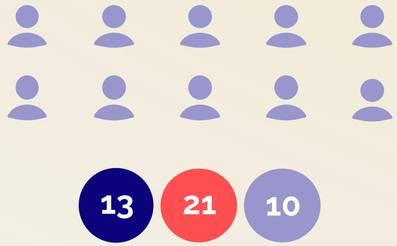
5,8%

How many people do you manage?

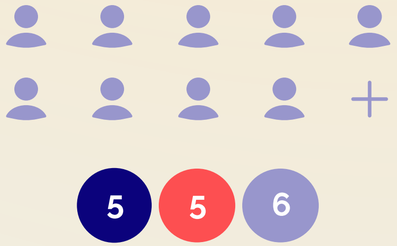
2021-2022-2023 comparison 2021 2022 2023



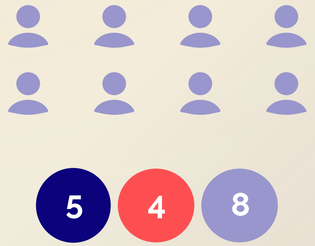
For the CPOs



For the VPs Product



For the Heads of Product

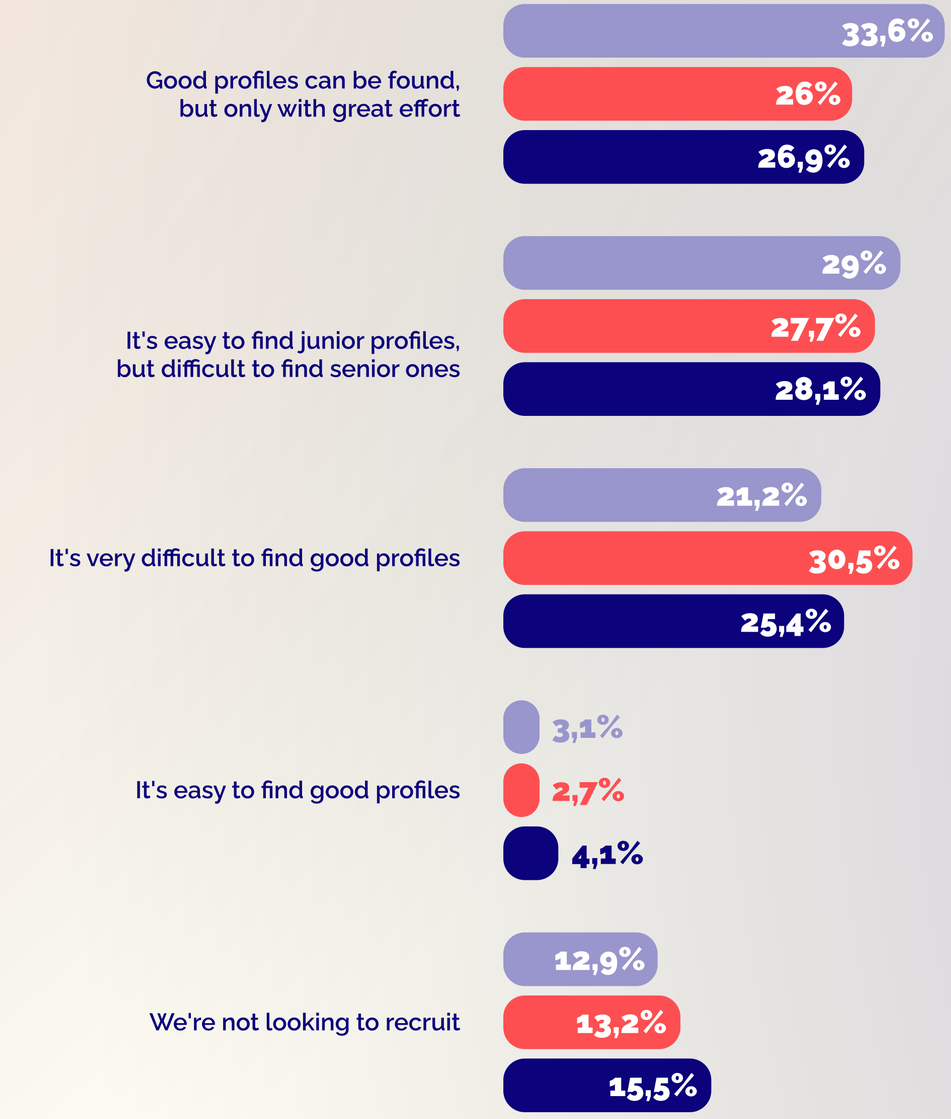


For the Lead PMs

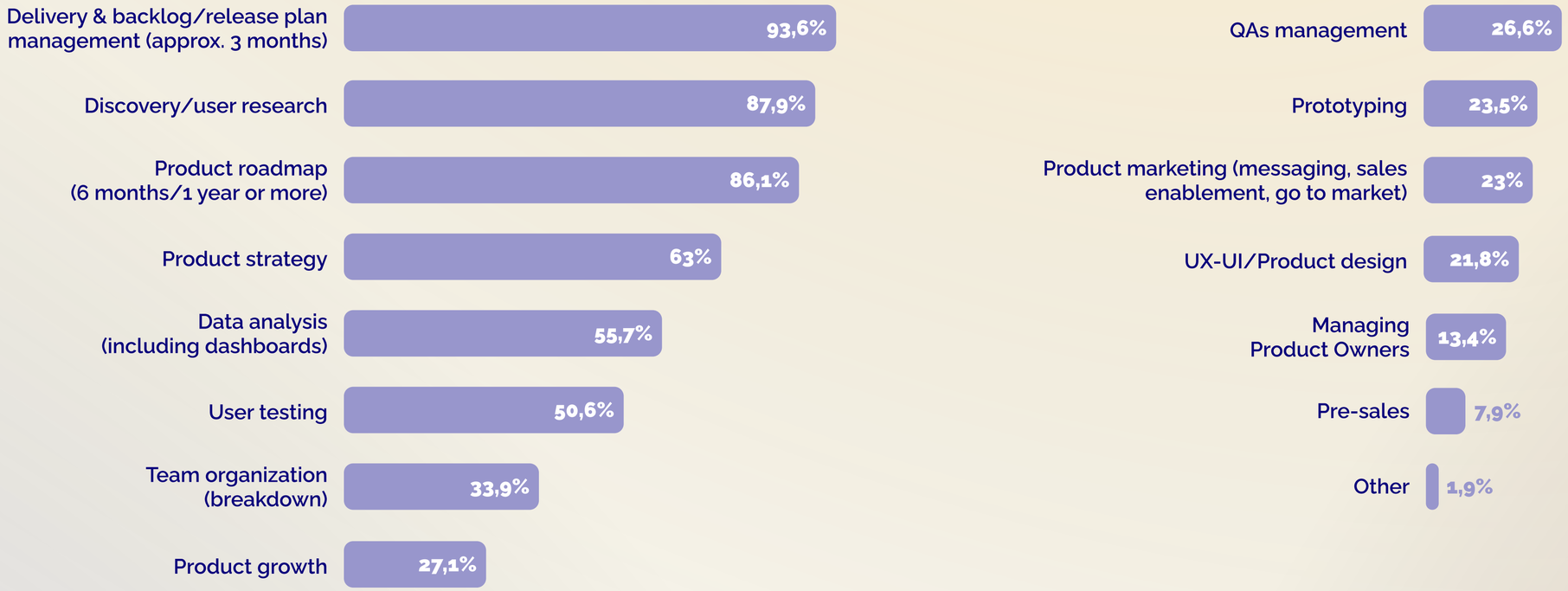
How do you rate the recruitment of Product profiles?

2021-2022-2023 comparison

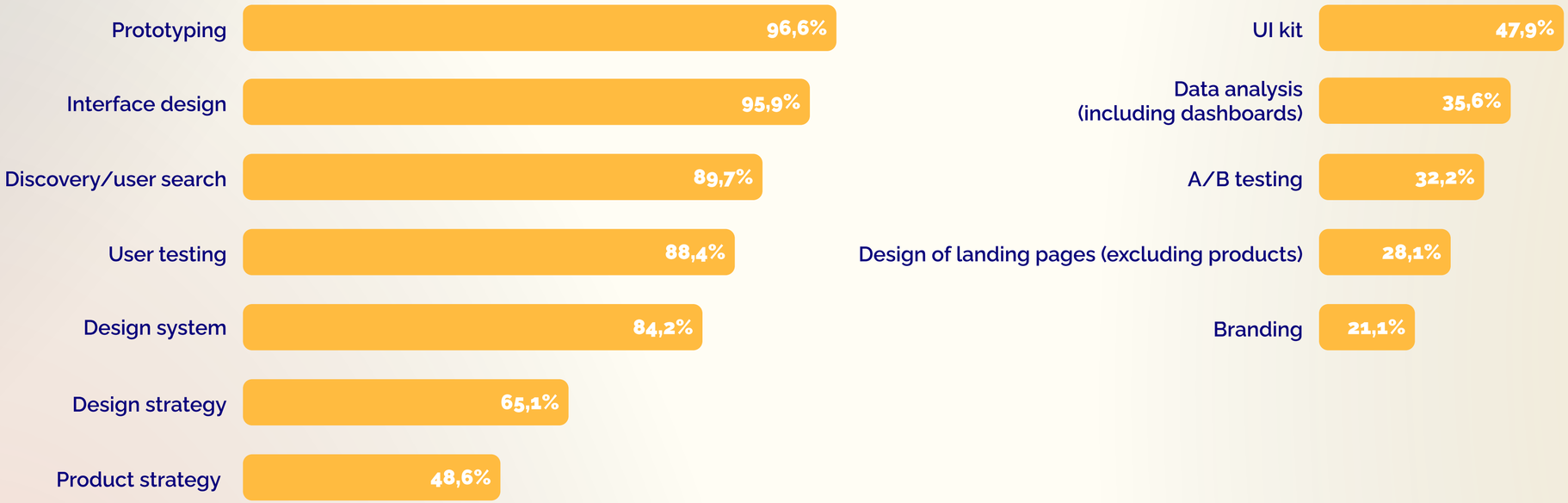
2021 2022 2023



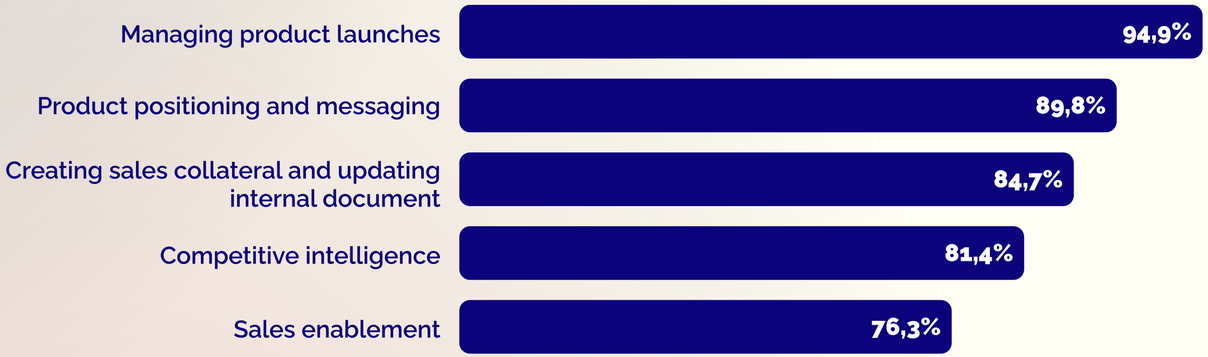
What are the direct responsibilities of a Product Manager in your company?



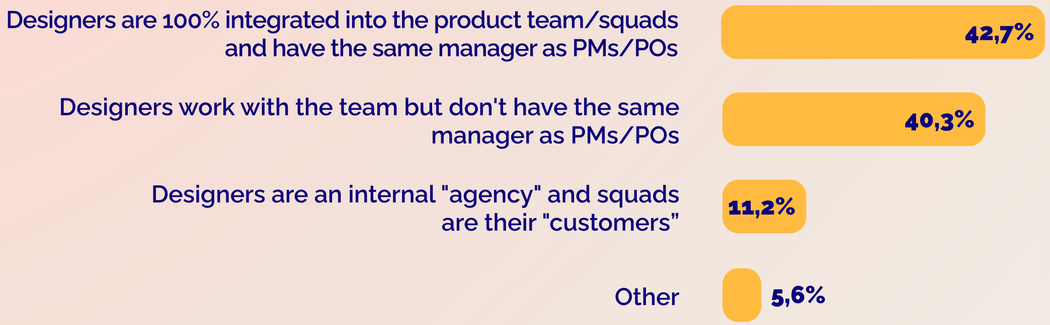
What are the direct responsibilities of a Product Designer in your company?



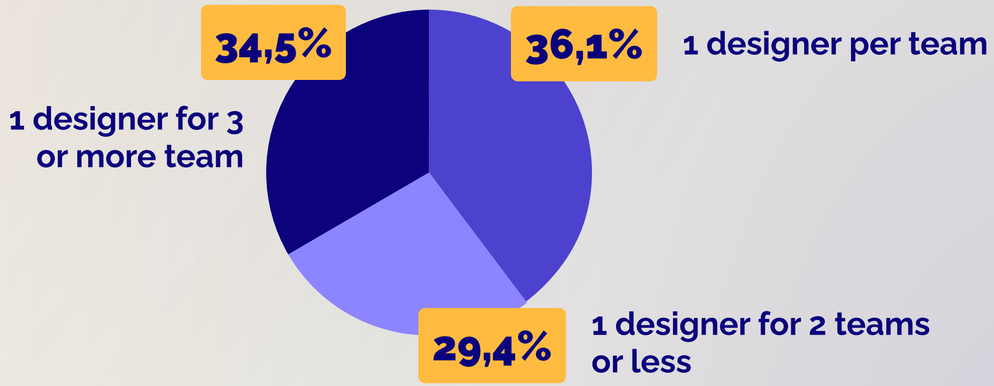
What are the direct responsibilities of a Product Marketing Manager in your company?



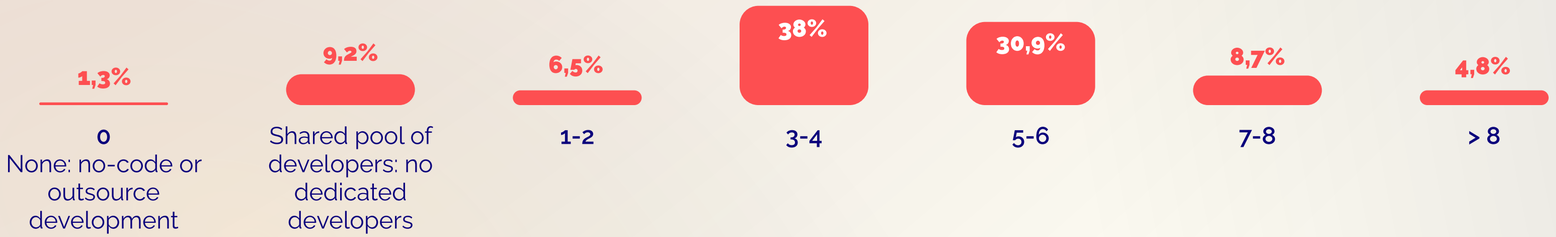
What is the Design organization?



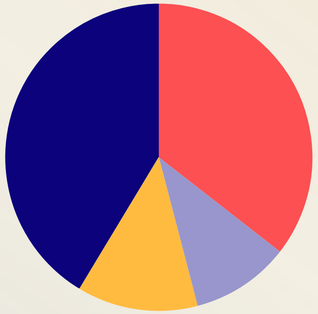
What is the ratio of designers to product teams?



What is the ratio of dedicated developers per PO/PM?



How well does the rest of your company understand the roles of Product Managers, Product Designers, and Product Marketing Managers?



- **10,4%** Perfectly understood
- **41,4%** Well understood
- **35,5%** Not well understood
- **12,7%** Not understood at all

Who do the PMs/POs report to?

The most senior person (excluding CEO). This can be you, of course!

- **35,6%** Head of Product
- **34,1%** CPO/VP Product
- **14%** CEO directly (there's no one between PMs and CEOs)
- **7,3%** Other
- **6,7%** CTO
- **1%** CMO
- **1%** CDO/VP Product Design

Who does the Product Design team report to?

The most senior person (excluding CEO). This can be you, of course!

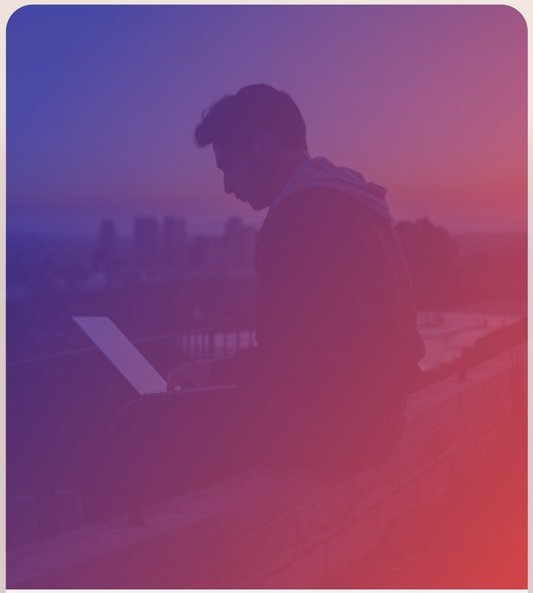
- **29%** Head of Product
- **28,2%** CPO/VP Product
- **16,1%** Chief Design Officer/VP Product Design
- **12,1%** CEO (there's no one between PrDs and CEO)
- **9,6%** Other
- **4,8%** CTO

Who does the Product Marketing team report to?

The most senior person (excluding CEO). This can be you, of course!

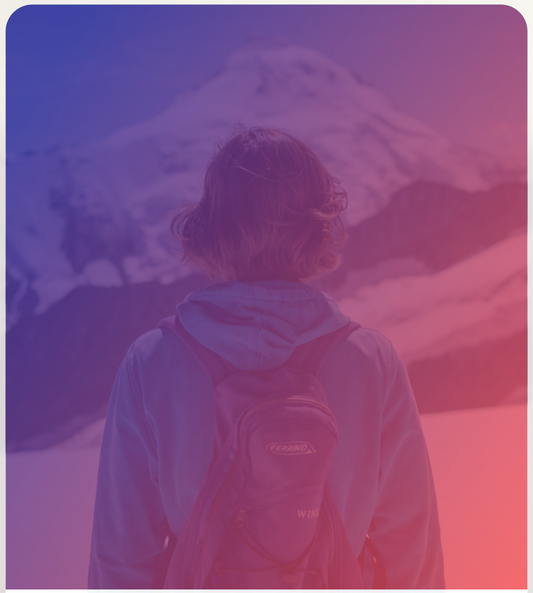
- **36%** CPO/VP Product
- **24%** CMO/VP Marketing
- **20%** Head of Marketing
- **10%** CEO directly (there's no one between PMM and CEO)
- **4%** Other
- **2%** CRO
- **2%** CDO
- **2%** CTO

Your life



Your job

Your salary



Your career

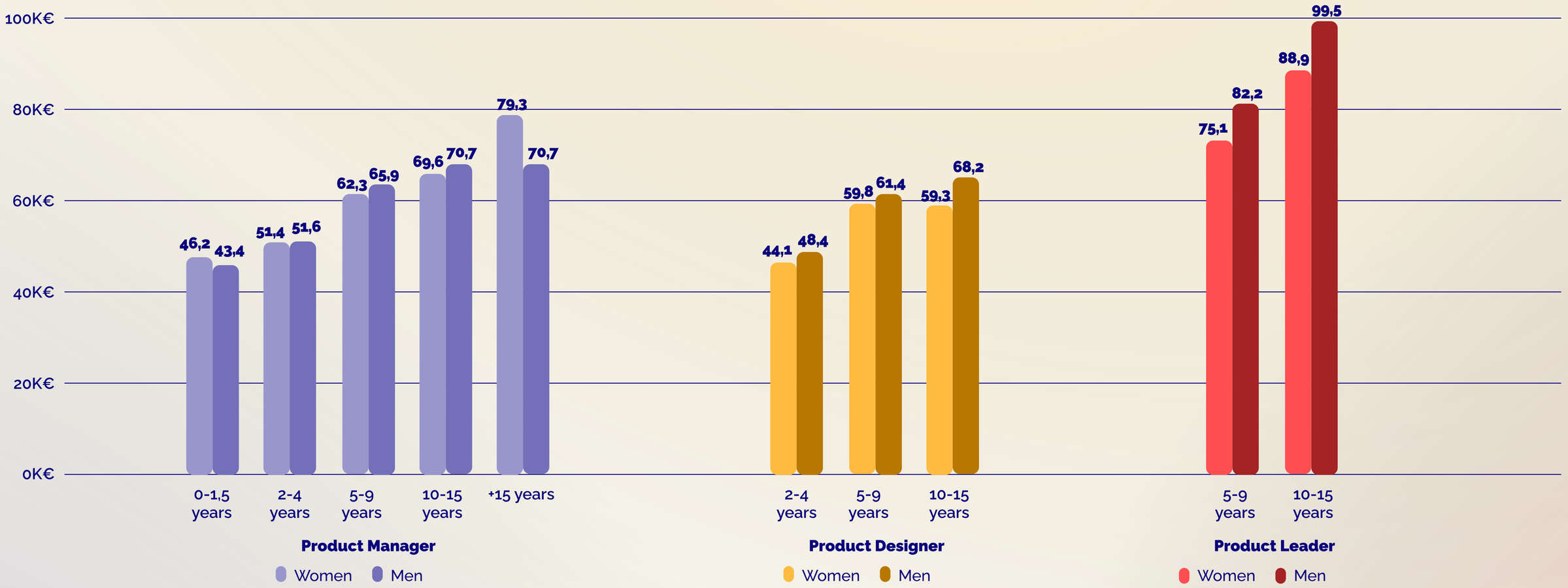
What is your total gross annual package in k€? You count fixed + bonus + variable.

Years of professional experience	Average salary in k€ Product Managers	Product Designers	Product Leaders	Product Marketing Managers
0-1,5 years	44,9	40		
2-4 years	51,6	45,7	68	48
5-9 years	64,2	60,5	79,5	58,5
10-15 years	70,2	64,6	95,6	
+15 years	73,5	66,5	112,6	

Nota Bene: All data are based on a minimum of 12 respondents.

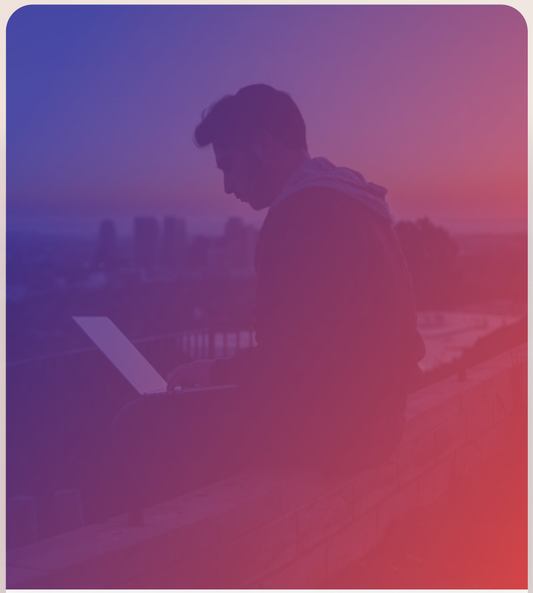
What is your total gross annual package in k€? You count fixed + bonus + variable.

Salaries for women and men

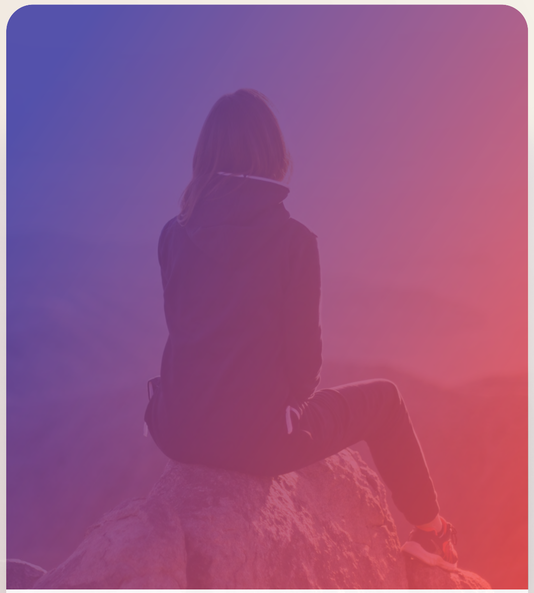


Nota Bene: All data are based on a minimum of 12 respondents.

Your life



Your job



Your salary

Your career

How do you see your next career move?

Development wishes	Percentages
More impact in the same company (e.g. in a more strategic area/product)	34,9%
More impact in another company	22,7%
I don't have a clear idea on the question	16,8%
Becoming a manager/managing more people	14,7%
Specialize (e.g. Data science PM, Growth PM, User researcher, UX Writer, Product Marketing Manager...)	5,9%
Launch an entrepreneurial project (by being the company's Product Manager/Designer/Leader)	3,8%
Move to a non Product position (marketing, sales, general management...)	0,9%

What traits are you looking for in a new company if you decide to change jobs?

Wishes	Percentages
A better salary	53,1%
A product that makes more "sense" to you	50%
Greater product/design maturity within the organization	42,6%
A different product/market	25,9%
Join a smaller structure for greater autonomy	21%
Working less	16,1%
Start my own freelance business	10,3%
Other	7,4%
Working as a consultant	6%

Top 10 companies where you would like to work

All profiles combined

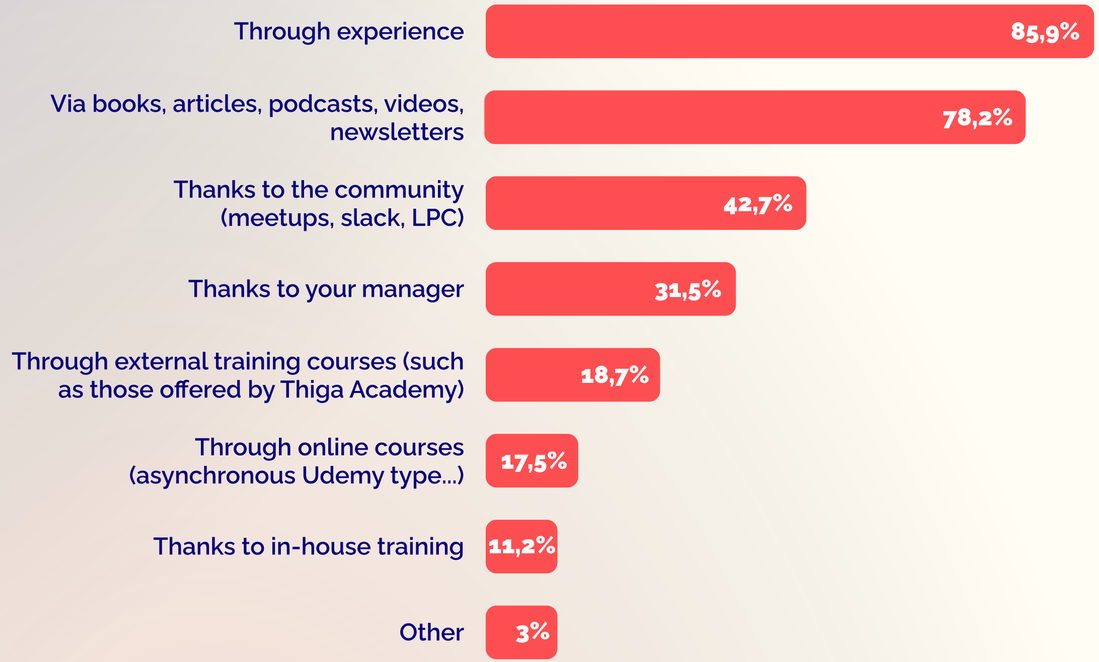
All companies

1. DECATHLON
2. Spotify
3. Google
4. alan
5. Apple
6. Doctolib
7. airbnb
8. BlaBlaCar
9. BackMarket
10. deezer

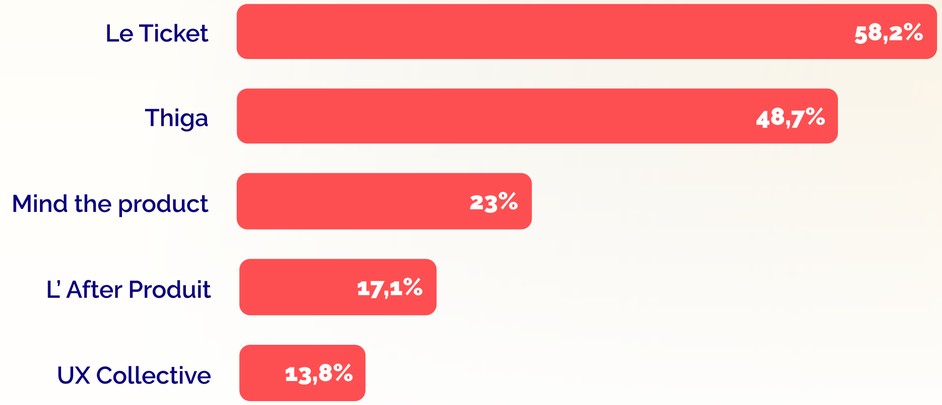
French companies

1. DECATHLON
2. alan
3. Doctolib
4. BlaBlaCar
5. BackMarket
6. deezer
7. qonto
8 ex aequo. Welcome to the Jungle
8 ex aequo. leboncoin
10 ex aequo. swile
10 ex aequo. PayFit

How do you upgrade your skills?

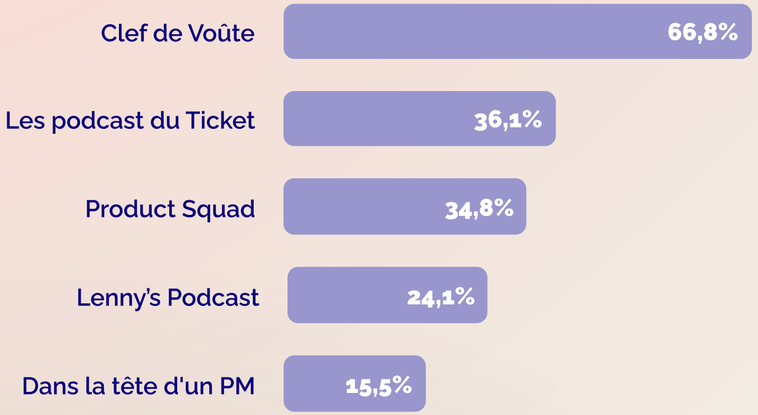


Which media do you prefer?

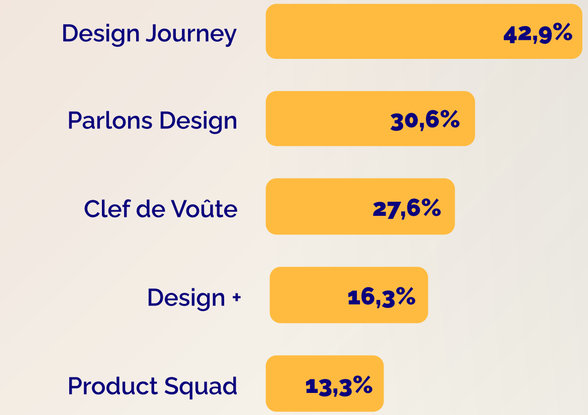


If you listen to podcasts, what are your 3 favorites?

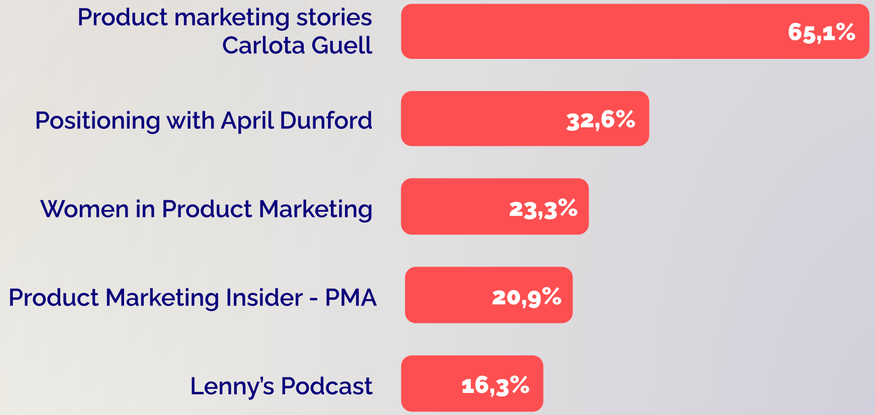
Podcast Product Manager



Podcast Product Designer

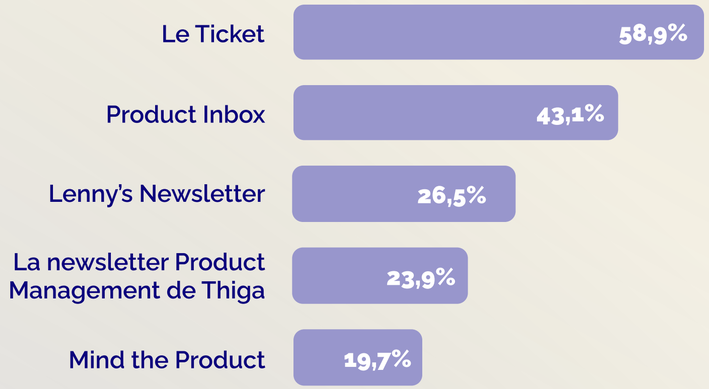


Podcast Product Marketing Manager

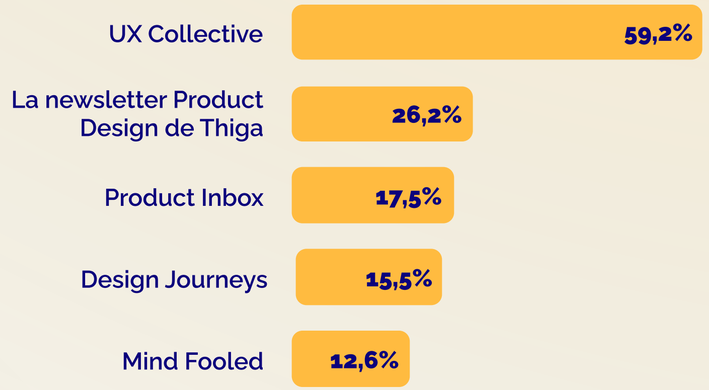


If you read newsletters, what are your 3 favorites?

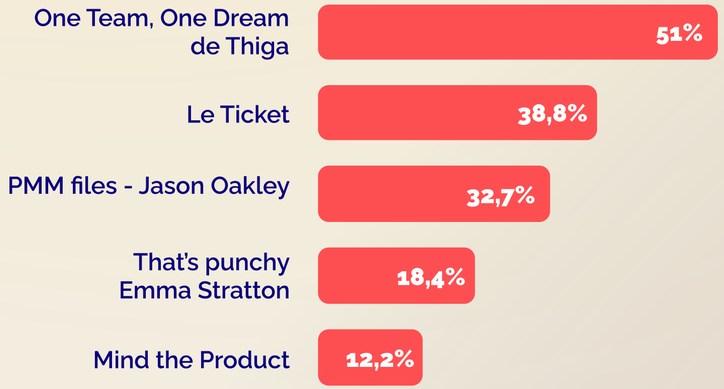
Newsletter Product Manager



Newsletter Product Designer



Newsletter Product Marketing Manager



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A huge thank you to everyone who responded to this survey!

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