

EXPERT TALK.

Meet our Nectees



with Magdalena Müller
Senior Product Manager at Nect



I'm Magda and I've been passionate about product management for 12 years. By pure chance, I ended up in product management in 2010 for the practical part of my dual studies at Telekom. I was fascinated by being in constant contact with the latest technologies in the field of end devices. After 10 years in the corporate world, I dived into the start-up world in 2021 to get to know product management from a completely different perspective. Since April 2022, I have had the chance to build up product management at Nect.

What is your job as a product manager?

A PM's responsibilities span a variety of product-related tasks from strategic to operational. From the product vision and roadmap, concrete features and products are defined, which in turn are broken down into user stories for the development teams. In addition to product development, existing products and their maintenance must not be forgotten.

This requires a lot of communication skills and stakeholder management internally and externally.

The composition of all these tasks does not only bring opportunities to develop oneself and the company, but it is also the daily individual things that fill this field of work with excitement.

Why is product management very important in the growth phase of a startup?

A product manager often has to have a diverse skillset. Especially in the growth phase, product management must set up clear product development processes to make scaling possible in the first place in a sustainable way. In the jungle of countless product ideas, product management has to show a clear product roadmap and thus set the focus for the company. The more complex the product becomes, the more necessary it is to have a central unit that knows the product inside and out. In this context, product management acts as an interface between marketing, sales, customer success and product development.

What are the challenges of placing and scaling the products of a young company on the market? And how do you master these challenges?

Product placement is quite dependent on whether it is a B2B or B2C product.

In most cases, young companies try to place themselves internationally in the scaling phase. An important aspect of this is to make the brand better known and to be able to stand out from its competitors. Therefore, one must not lose sight of the customer when placing the product. Who am I building the product for and what is the appropriate user experience?

A major scaling challenge for young companies is the rapid growth of customers. Gut feeling must not be the deciding factor, but rather data must be available quickly in order to make objective decisions. There are also various bottlenecks, for example in the development area or also of a financial nature. However, such bottlenecks must be used positively with a lot of creativity and organizational talent. There is no blueprint for mastering growth problems.

What do the processes look like when new products and functions of existing products are developed?

I have often experienced that customers are sought for existing products. Since this can often backfire, it is always important to me that the customer is the focus. First, we have to define which real user problems exist and which pain points we try to solve with our product. From this, hypotheses are derived, which afterwards help to evaluate whether the product was successful or not. Together with UX & Design, mockups are quickly created, which are tested and developed iteratively with the customer in a product discovery. I am a very big fan of qualitative research in this context. In this phase, competitors and other best practices should not be lost sight of as sources of inspiration.

How do you rate the product potential of Nect?

Very high - having to identify yourself digitally is becoming more and more important and present with the end user. In more and more everyday applications on the Internet, I have to verify my identity digitally. These are also less regulated use cases. Even though we are still very analog in many places in Germany, there is also a lot of growth potential for us in our neighboring countries.