# Article information:

Airbnb and the future of product management - Pendo Blog  
<https://www.pendo.io/pendo-blog/airbnb-and-the-future-of-product-management/>

# Article summary:

1. Despite reports that Airbnb had eliminated its product management function, the role of product managers is not going away but rather evolving to align with market-focused and business-driven outcomes.

2. The product experience has become increasingly important as businesses shift more towards digital, making product managers essential for optimizing the product experience and driving customer growth, combatting churn, and improving brand sentiment.

3. Product management will continue to evolve as products and the data they provide become more integral to successful business motions, requiring more from product leaders rather than less. Reports of the death of product management are greatly exaggerated.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article titled "Airbnb and the future of product management" discusses the recent announcement by Airbnb that they had eliminated their product management (PM) function. The author argues that despite this move, PMs are here to stay and are more critical than ever.

One potential bias in the article is that it is published on the Pendo Blog, which is a product management platform. This could suggest a bias towards promoting the importance of product management and downplaying any potential threats to the role.

The article begins by acknowledging the shockwaves caused by Airbnb's decision and raises questions about the future of product teams. However, it quickly dismisses any concerns about the PM role becoming obsolete, stating that it is evolving rather than disappearing. The author points out that while Airbnb may have eliminated the PM title, they have essentially shifted those responsibilities to a different function within their organization.

While this may be true for Airbnb specifically, it does not necessarily mean that other companies will follow suit. The article fails to consider that each company has its own unique organizational structure and needs. What works for one company may not work for another.

The author also argues that aligning product management and product marketing is important and suggests that this alignment has been the norm in many B2C companies for some time. However, they fail to provide evidence or examples to support this claim. Without supporting evidence, this claim remains unsubstantiated.

Furthermore, the article makes sweeping statements about how PMs are essential to business health without providing concrete evidence or examples. It states that as businesses shift more towards digital, the product experience becomes more important. While this may be true in some cases, it does not necessarily apply universally to all businesses.

The article also presents a one-sided view of the future of product management, focusing solely on its importance and dismissing any potential risks or challenges. It fails to explore counterarguments or acknowledge any potential drawbacks or limitations of relying heavily on product management.

Overall, the article appears to be promotional in nature, advocating for the importance of product management and downplaying any potential threats or challenges to the role. It lacks balanced reporting, supporting evidence, and consideration of alternative perspectives.

# Topics for further research:

* Potential drawbacks of relying heavily on product management in organizations
* Examples of companies that have successfully aligned product management and product marketing
* Challenges and risks associated with eliminating the product management function
* Different organizational structures and approaches to product management in companies
* The evolving role of product management in the digital age
* The impact of digital transformation on the importance of product experience in businesses

# Report location:

<https://www.fullpicture.app/item/28aca668042c9751db327612475e4187>