Product Owner

Sample Job Description / Job Posting Template

About the Role

We are seeking a Product Owner to maximize the value our product delivers and help shape product strategy across the organization. This is a Product Ownership role for a person who has mastered the fundamentals of managing a Product Backlog and is ready to operate at scale: aligning multiple teams around a single Product Goal, applying Evidence-Based Management (EBM) to make prioritization and investment decisions defensible with data, and partnering with senior stakeholders, customers, and leadership to shape long-term product direction.

The ideal candidate holds Professional Scrum Product Owner™ I (PSPO I) and Professional Scrum Product Owner™ II (PSPO II) certification (PSPO III strongly preferred) and has hands-on experience ordering and refining a single, transparent Product Backlog that multiple teams work from while remaining the one person accountable for what gets built and why. This role partners closely with Scrum Masters, Developers, fellow Product Owners, executives, and customers to ensure the organization's product decisions are visible, respected, and grounded in evidence of value delivered.

Key Responsibilities

- **Own the Product Goal.** Develop and explicitly communicate a compelling Product Goal, and maintain a single, transparent Product Backlog as the source of truth even as multiple Scrum Teams pull work from it.
- **Maximize value with evidence.** Apply Evidence-Based Management (EBM) practices to measure and improve the value the organization derives from product delivery, using data — not opinion — to guide prioritization, investment, and go/no-go decisions.
- **Order and refine the shared backlog.** Create and clearly communicate Product Backlog items, order them to maximize value, and ensure the backlog stays transparent, visible, and understood across every team working from it.
- **Delegate without losing accountability.** Coach and enable Developers, business analysts or product managers to help manage backlog details, while remaining personally accountable for the outcomes.
- **Coordinate across teams.** Partner with Scrum Masters and, in multi-team settings, work within a scaling approach to keep dependent teams aligned to one Product Goal and one integrated Increment.
- **Engage stakeholders and customers directly.** Build and maintain relationships with executives, customers, and stakeholders; represent their needs in the Product Backlog while protecting the team from conflicting, de-prioritized demands.

- **Shape product strategy.** Translate market insight, customer discovery, and business strategy into a clear product vision, forecast, and roadmap that the Product Backlog operationalizes Sprint to Sprint.
- **Make decisions visible and inspectable.** Ensure the organization can see and respect Product Owner decisions through the content and ordering of the Product Backlog and the inspectable Increment at each Sprint Review.
- **Champion continuous improvement.** Use Sprint Review feedback and EBM measures to continuously adapt the Product Backlog and product strategy toward better outcomes.

Required Qualifications

- 5+ years of experience as a Product Owner, product manager, or in a similar product ownership role, including experience supporting more than one team working from a shared Product Backlog.
- Professional Scrum Product Owner™ I (PSPO I) and Professional Scrum Product Owner™ II (PSPO II) certification required or obtainable within 90 days of hire. Professional Scrum Product Owner™ III (PSPO III) strongly preferred. Please include all of your Scrum.org certification(s) so we can verify them.
- Deep working knowledge of Scrum theory, rules, and practices, along with broader Agile and Lean principles.
- Practical experience applying Evidence-Based Management (EBM) or a similar outcome-focused measurement approach to guide product and organizational decisions.
- Demonstrated ability to order and refine a Product Backlog that remains transparent, valuable, and understood across multiple teams.
- Experience coordinating with multiple teams delivering from a single Product Backlog toward an Integrated Increment.
- Strong stakeholder management, negotiation, and communication skills, with a proven ability to build consensus among executives, customers, and teams.
- Track record of making product decisions that are visible, data-informed, and consistently respected by the organization.
- Experience with Agile project management and product discovery tooling (e.g., Jira, Azure DevOps, or similar).
- Bachelor's degree in a related field, or equivalent practical experience.

*(**Note**: Why the Scrum.org certifications matter: Scrum.org Professional certifications are earned by passing a rigorous, independent assessment - not by attending a class - do not expire, and are recognized globally. Ask candidates to share their Scrum.org certification(s) so they can be verified. PSPO I signals foundational command of Product Ownership; PSPO II, applying it in complex, real-world situations; PSPO III, distinguished mastery.)*

Preferred Qualifications

- Professional Agile Leadership — Evidence-Based Management (PAL-EBM) certification,.

- Professional Scrum Product Backlog Management Skills certification, or comparable advanced backlog-management credential.
- Familiarity with product discovery and validation techniques (e.g., experimentation, customer interviews, opportunity assessment).
- Experience with scaled Agile approaches (e.g., Nexus, SAFe, LeSS) for comparative context.
- Experience mentoring or coaching other Product Owners across an organization.
- Additional Scrum.org certifications such as Professional Scrum Product Backlog Management Skills™ (PSPBM Skills),Professional Product Discovery and Validation™ (PPDV), or Professional Agile Leadership I (PAL I).
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Key Skills & Competencies

- Outcome-driven product strategy and vision-setting
- Evidence-based decision-making and value measurement
- Product Backlog management and refinement at scale
- Executive-level communication and stakeholder influence
- Cross-team alignment and prioritization
- Customer and market discovery
- Negotiation and consensus-building
- Mentoring and developing other Product Owners
- Continuous improvement mindset
- Adaptability and systems thinking