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Where Do We Find Product Owners?

The Product Owner is typically sourced from a discipline that has a level of domain expertise for the Product they are working. Potential sources include:

- Someone directly from the industry
- Senior support person
- Senior marketing person
- Senior technical person on the Team

If the domain expertise is not available then the person needs to have “Domain curiosity”; a willingness to dig in deeply to understand the (potential) customers.

In general, it is easier to train someone with domain experience how to be a Product Owner than it is to teach a generic Product Owner the domain.

Want to Know More?

- What Are The Characteristics of a Great Product Owner?

FAQ, DIY, Agile, Coaching, Leadership, Source, ProductOwner, Structure

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