




Product management
in the era of AI:

**The evolution
of the PM craft**

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CEO - dualoop

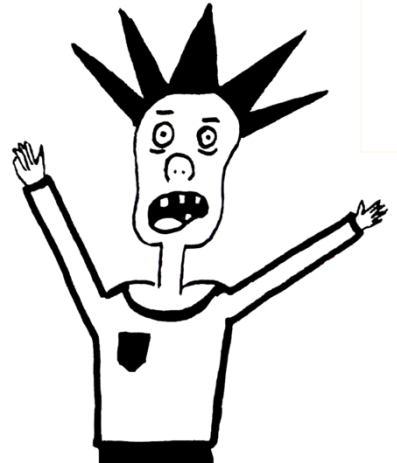


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42%

PMs worry that **AI will replace** key parts of **their role** in next 3 years

Source: Harvestr / Valentin Huang LinkedIn Poll, 2024

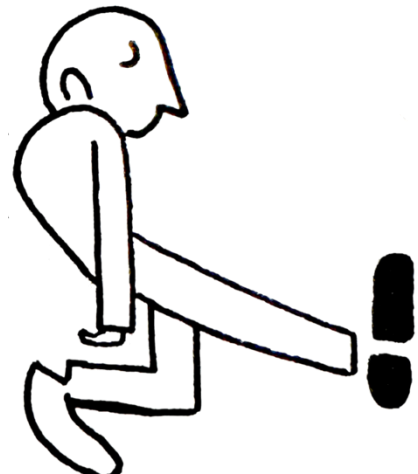


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1 in 5

Product leaders report already cutting PM headcount from AI gains

Source: Product Collective / Lenny's Community Poll, 2024



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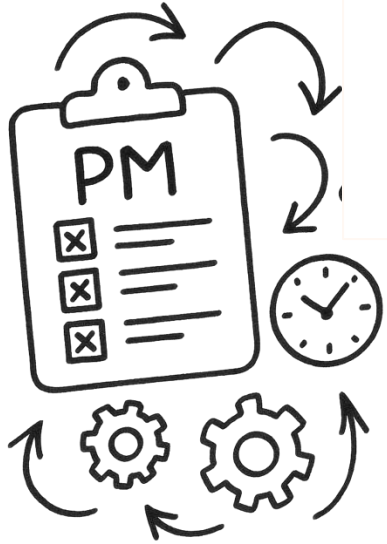
77%

Product teams admit more time spent reporting on work than doing

Source: Pendo, The State of Product Leadership Report, 2023



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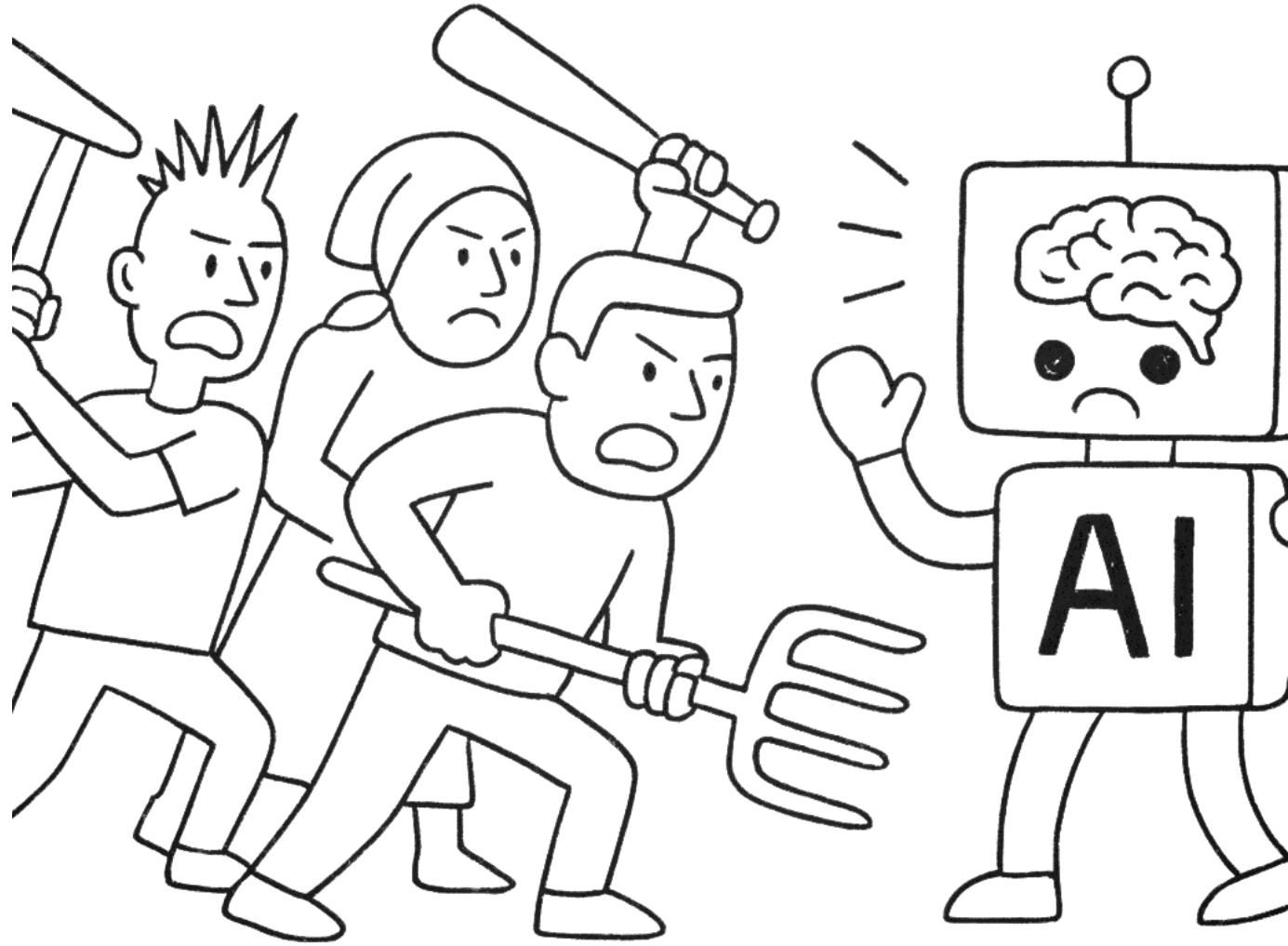


PM has become
(in a lot of places)
a process role.



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Who is
familiar
with the
Luddites?



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**It doesn't have to
be that way.**



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Hi, I'm
Timoté.

Let's connect!



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71%

using AI in some way to accelerate product development and unlock opportunities

Source: McKinsey, The State of AI, 2024

The future
is a cyborg

1.6x

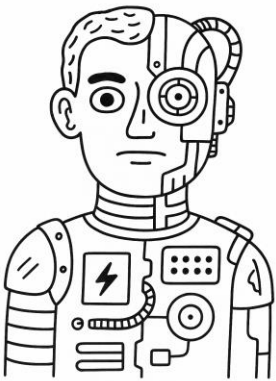
More performant when using AI in new product development cases

Source: HBR & P&G The Cybernetic Teammate: A Field Experiment on Generative AI Reshaping Teamwork and Expertise

78%

of top-performing product teams are leading the way in AI adoption

Source: Test Double, AI Product Survey, 2024





The future “AI-Enabled” model

Shaping the “Why”

Be the champion of customer problems, not just feature lists

Storytelling & sensemaking

Turn data, insights, and AI outputs into alignment

Discovery-led, not delivery-led

Focus on learning fast, not shipping fast

Orchestrate people, AI, and processes

Know when to delegate to AI, when to trust humans, & to challenge both

Steward ethics, trust, and impact

Own the responsibility for behaviour and outcomes

**What could
it look like?**



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What about teams?

More independence means smaller cross functional teams

As developers, product managers and designers get more efficient, small teams can tackle more difficult problems independently

Empowerment becomes a must have

With more teams, traditional command & control structure become unscalable – the empowered model accelerates

Product ops & data grows

To support team autonomy access to and literacy with data becomes a success factor for organisations

People over processes

AI replaces the boilerplate communications & status updates enabling teams to work efficiently and focus on collaboration

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Save time to
do what matters,
not to ship more stuff.



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Big brain, small brain

Proposed by Marv Gillibrand

Type of work

Big brain

Strategy, vision, problem solving, judgment, storytelling, coaching, empathy, innovation

Small brain

Prioritisation, planning, risk management, people support, coordination

Boring

Jira ticket writing, meeting notes, specs, project status reporting, formatting decks

Wasteful

Duplicated status meetings, over-detailed specs no one reads, mindless reporting, vanity metrics

AI role

Amplify

Better insights, faster synthesis; but still human-led decisions; **More focus on the why, leadership, bold bets**

Reshape

AI helps suggest plans, flag risks, optimize scheduling — **PM becomes curator, not admin**
More time steering, less time shuffling

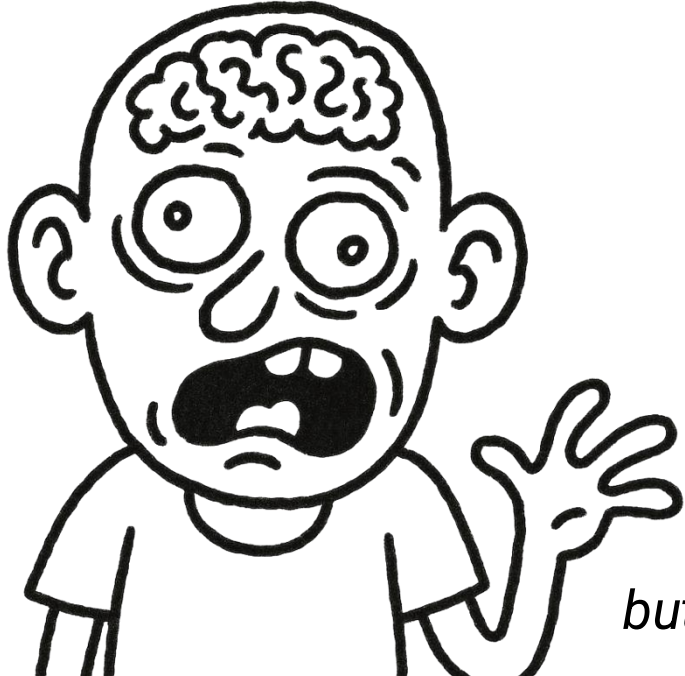
Automate

Fully AI-generated or AI-assisted; human role becomes **quality control and free up time**

Remove

Question why it exists — kill the zombie processes! **AI helps expose inefficiencies — but humans need courage to delete**

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The **more** we let
AI think for us,
the **dumber**
we become.

*Not because machines are smart,
but because **we've stopped using our own brains.***

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3 risks and counteractions

Reduced critical thinking

If you stop evaluating or questioning AI outputs, your analytical skepticism may fade.

→ **Use AI as a cognitive sparring partner**, not a guru. Let it challenge your ideas, not replace them.

Loss of metacognition

We may forget how we think, making it hard to spot flaws or biases in AI suggestions.

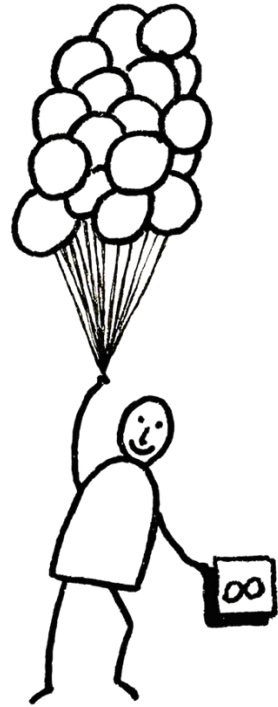
→ **Alternate between AI-assisted and solo thinking**, especially when learning.

Shallower learning

If you rely on AI to summarize, write, or brainstorm, you engage less deeply with content; a recipe for fragile understanding.

→ **Be intentional**: use AI to accelerate mundane tasks, but reserve complex judgment for yourself.

How will you elevate your PM craft thanks to AI?



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