

Interim product management:

Interim product management is a business solution applied in the case of a Product Manager's temporary absence (e.g. personal changes, long-term illness).

The absence of a Product Manager makes it necessary for his superior or other colleague to take over his responsibilities. This responsibility transfer is often a cause of work overload, poor performance or professional burn-out – all of which are undesirable for the company in question.

A Product Manager provided by BrandPharma will mitigate the negative effects of such perturbations on product management.

