Product Launch Stakeholder Roles Brief

1. Product Manager

- Defines product vision and goals.
- Oversees launch roadmap and coordinates cross-functional teams.
- Ensures product meets customer and business needs.

2. Marketing Lead

- Develops go-to-market strategy and promotional materials.
- Manages communication channels and launch announcements.
- Coordinates with PR and content teams.

3. Sales Team

- Prepares sales materials and client communications.
- Trains on product features and benefits.
- Monitors customer feedback during initial rollout.

4. Engineering Lead

- Ensures product readiness and technical stability.
- Manages bug fixes and technical support during launch.
- Coordinates with QA for release validation.

5. Customer Support

- Prepares support resources and documentation.
- Handles customer inquiries and collects feedback.
- Coordinates with product and engineering on issues.

6. Executive Sponsor

- Champions the launch at the executive level.
- Provides strategic direction and resources.
- Removes roadblocks and ensures alignment with business aims.