

CANDIDATE	INTERVIEWER	DATE	STAGE
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INTERVIEW QUESTIONS · CHIEF PRODUCT OFFICER

1	Can you describe your approach to developing a product strategy?	12345	
2	How do you prioritize features in your product roadmap?	12345	
3	Can you provide an example of a product you developed from concept to launch?	12345	
4	How do you gather and incorporate customer feedback into product development?	12345	
5	Could you describe a time when you had to change a product strategy?	12345	
6	How do you work with engineering, marketing, and sales teams to bring a product to market?	12345	
7	What key metrics do you track to measure a product's success?	12345	
8	Tell us about a time when a product you launched did not perform as expected. What did you learn from that experience?	12345	
9	How do you identify new market opportunities and trends that could influence your product strategy?	12345	
10	What is your management style, and how do you inspire and lead your product team?	12345	

OVERALL ASSESSMENT

CRITERIA	SCORE (1-5)	NOTES
Educational Background Appropriate qualifications or training for the position.	12345	
Prior Work Experience Skills or qualifications acquired through past work.	12345	
Qualifications / Experience The technical skills the position actually needs.	12345	
Problem Solving Abilities Demonstrated critical problem-solving.	12345	
Communication Team building and communication skills.	12345	
Organizational Fit Would this hire steer the organization the right way?	12345	

CRITERIA	SCORE (1-5)	NOTES
Directional Fit A step forward, or backward, in their career?	12345	

RECOMMENDATION

☐ Advance ☐ Hold ☐ Decline

1 = well below the bar · 3 = meets it · 5 = clearly above it

AvaHR — hiring software for teams without a recruiter
Use the same scorecard for every candidate in this role.