A guide by Sapir Avraham, Interim Product Manager

Is an empty product seat costing you?

A one-page guide for founders and product leaders with a PM gap now, or one coming up. Share it with whoever signs off.

1 · Seven signs the gap is already costing you

- Product decisions wait for the founder or CTO
- Planning runs without clear priorities
- The roadmap stopped being updated
- Someone senior does the PM job on top of their own
- Engineers keep asking what to build next
- Customers are promised things nobody scoped
- A launch or key date has already slipped
- **Three or more? It's time to act.**

2 · The seat stays empty longer than you think

Finding someone Search, interviews, offer	+	**Their notice** Before they can start	+	**Ramp-up** Until they're fully productive	=	**The real gap** Weeks with no one owning product

Multiply the real gap by the number of people waiting on product decisions. That's how many people-weeks of work run without clear direction.

3 · Compare your real options

	Wait for the hire	Stretch the team	Bring in an interim PM
Someone owns product	Not until they start	Part-time, on top of another job	Within days
Commitment	A long-term hire	No cost on paper, real cost in burnout	Monthly, stop when you're covered
Knows your context	Eventually	Yes	After a structured first week
Best when	The gap is short and nothing urgent is due	The gap is a few weeks at most	The gap is months, or something can't slip

4 · What an interim PM delivers in the meantime

END OF WEEK 1
A written state of things, the risks, and a 30-day plan

EVERY WEEK
A short written update and a log of decisions

BY DAY 30
Top priorities agreed, owned and moving

AT THE END
A handover, and help onboarding your permanent hire

Worth knowing: the open role's salary is often already budgeted, and it goes unspent every week the seat stays empty.

Turn this into a business case in 3 minutes

Answer a few questions at **sapiravraham.com/business-case** and get a ready-to-send summary for your boss.

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