**Publishers are Having Trouble Hiring for Product Roles**

Digiday Research also asked what type of talent was the most important one that publishers were looking to hire in the coming year. The most important one: product developers and product managers. Fifty-eight percent of respondents said that hiring product developers and managers was very important or important.

***Digiday 11.18.19***

<https://digiday.com/media/digiday-research-publishers-trouble-hiring-product-roles/?utm_source=API+Need+to+Know+newsletter&utm_campaign=72325dca97-EMAIL_CAMPAIGN_2019_11_19_12_58&utm_medium=email&utm_term=0_e3bf78af04-72325dca97-31697553>

Image credit:

<https://www.highersalary.com/wp-content/uploads/2019/03/Responsibilities.jpg>