

Half of Mobile Engineering Managers Say Leadership Sees Mobile as Higher-Risk Than Web or Backend

51% of mobile engineering managers say leadership views mobile as riskier than web and backend. Slipped timelines cause the biggest drop in confidence (29%).

SAN FRANCISCO , CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Half of mobile engineering managers say company leadership perceives mobile as higher risk than web or backend, according to [Runway's](#) 2026 State of Mobile Release Management survey of 300 mobile engineering managers. 51% report a higher-risk perception (44% somewhat higher, 7% much higher), while only 5% say leadership sees mobile as lower risk.

The data shows what drives the perception. When leadership confidence in mobile drops, the top reason cited is release timelines slipping or unpredictable delivery, at 29%, followed by post-release quality issues at 26% and leadership feeling in the dark on release status at 13%. These issues wouldn't impact the view of mobile that heavily if they were few and far between. But when most (76%) of mobile engineering managers see at least 24% of their releases deviate from the planned timeline, the perceived impact multiplies.

None of these risks are a fixed cost of mobile. Instead, each is a symptom of reactive release management. Run proactively, with status visible while a release is in progress, a slipping timeline becomes a trade-off leadership can weigh in on rather than a surprise it absorbs.



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This perception shifts as teams make progress toward proactively communicating about releases to leadership, tightening release cadence, and spreading release ownership beyond one or two senior engineers. Smaller companies and smaller mobile teams face the most skepticism from leadership, and it fades as teams mature and get more consistent across releases. What leadership complains about changes too. Early on, the focus is on missed dates. Once a team ships predictably, the conversation moves to quality instead.

Runway's [2026 Decision Guide](#) traces this back to how leadership forms its view of mobile in the first place: in the silences between releases. Mobile mostly gets leadership's attention when something goes wrong, often highlighted by slipped dates on the shared release calendar and lingering bad builds on devices while fixes await app store review and user updates. A web team can ship a fix within the hour, and the miss never leaves the team. In mobile, the routine work is invisible, and the failures are public.

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Mobile has always had a really high bar for quality because you can't recover instantly, and there's a huge impact in terms of user attrition when something goes wrong in production.”

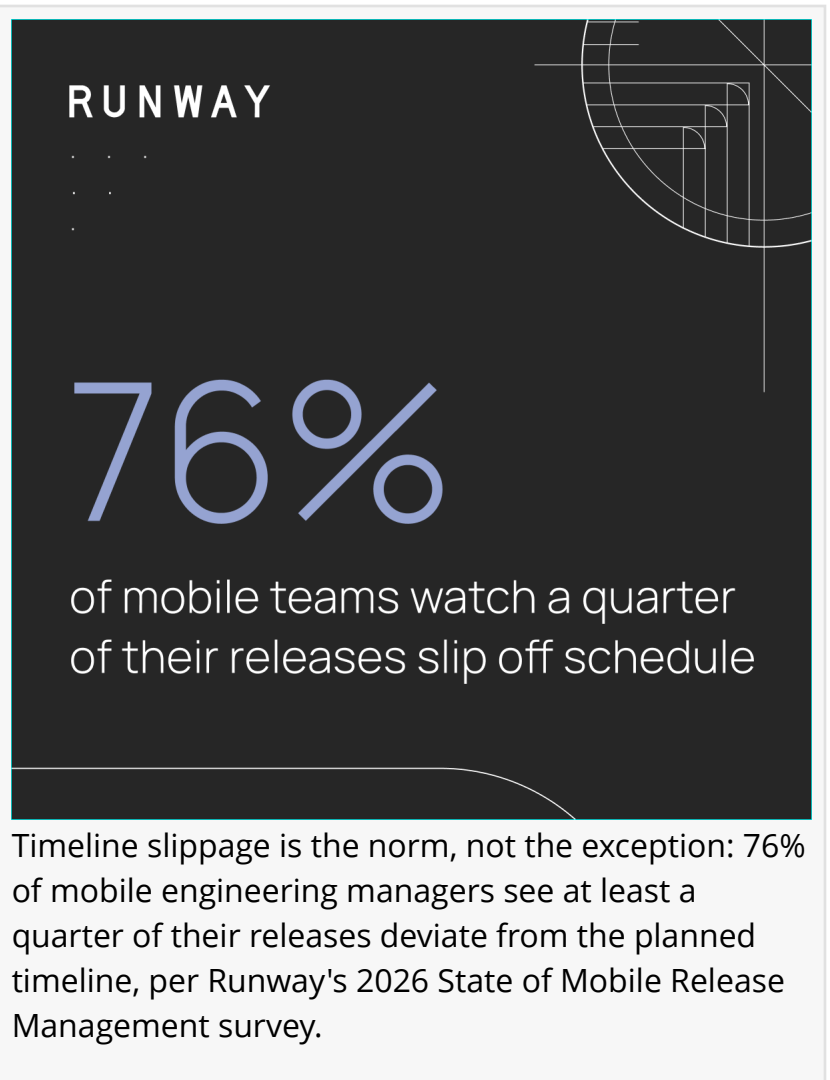
Gabriel Savit, CEO and co-founder, Runway

The guide maps this arc across a five-stage maturity curve, so an EM can see where their team sits, which complaint they're likely hearing right now, and the decisions they need to navigate to improve their release process and the visibility around it.

The 2026 Decision Guide: Modern Mobile Release Management for Engineering Managers is available for free [here](#).

About Runway

Runway is a mobile release management platform purpose-built by former mobile engineers who have lived through the pain of chaotic releases. By automating tedious tasks, unifying



fragmented tools, and enhancing visibility, Runway helps mobile teams save hours per release, reduce risk, and improve collaboration and app quality. Trusted by leading mobile teams at DoorDash, Skyscanner, SoFi, Kickstarter, and Gusto, Runway makes releases transparent, repeatable, and hands-free, so engineers can focus on building features instead of fighting fires.

Riley Maguire

Runway

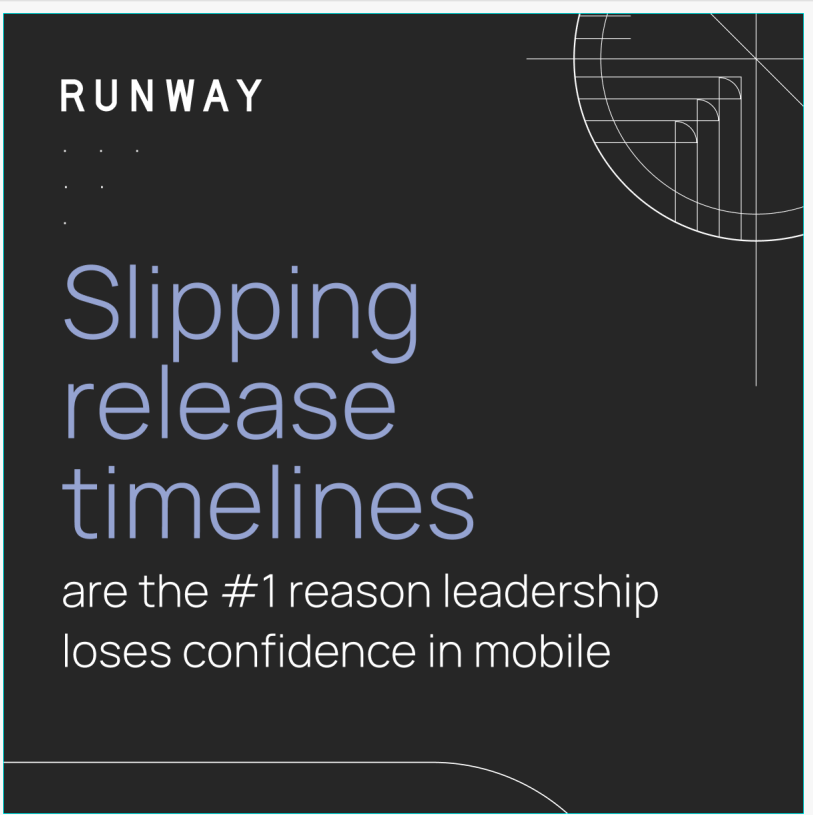
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RUNWAY

Slipping release timelines

are the #1 reason leadership
loses confidence in mobile

Slipping release timelines are the No. 1 reason leadership loses confidence in mobile engineering, cited by 29% of EMs — ahead of post-release quality at 26% — in Runway's 2026 State of Mobile Release Management survey.

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