

ID: GM-1101

Session Category: Go-to-Market

Session Format: Town Hall

Enterprise Product Creation: When Lean/Agile/MVP Won't Get It Done

Session Description:

The "textbook" or common approach to Lean start-ups, agile Product management and other start-up notions that focus on an MVP (Minimum Viable Product) sometimes experience major struggles to reach problem/solution validation and market validation for enterprise products. We'll discuss why that occurs, the circumstances where adaptation is needed, and how to do some extra planning or market testing reduces the chances of getting stuck.

Session Leaders:

Don Jarrell

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ID: GM-1101

Session Category: Go-to-Market

Session Format: Town Hall

The Good, the Bad and the Viral: Why video is vital a product's launch success

Session Description:

Let's face it, most product launch videos in B2B marketing are as inspiring as watching lawn grass grow and do little to raise customer awareness or boost sales. Promoting complex products and services to an audience of smart professionals who research what they need is indeed challenging. The good news is that according to Forbes, 75% of senior executives watch work-related videos at least weekly, with more than half of those watching on YouTube. Overall 65% have visited a vendor's website after they watched a video. In this session, after a brief presentation, we will discuss:

- Objectives to define before beginning
- Blueprint for a Successful Launch Video Campaign
- What are my metrics to determine success
- What makes a product launch video impactful
- Video examples of the Good , the Bad and the Viral

Session Leaders:

Greg Kincade

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ID: ME-1103

Session Category: Marketing Execution

Session Format: Presentation

Data Science for Product Managers: What does it mean? What can it do for your product?

Session Description:

Big Data has been a hot topic for the last couple of years. In this session, we will go beyond the hype and look at how organizations are actually using data science to find business value in Marketing, Product Design and Development of Data Science-based products. We will discuss trends and how leading Tech companies see the future of data science. You will leave this session with a simple framework to help you incorporate data science into your product strategy.

Session Leaders:

Alberto Vargas Talavera

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ID: ME-1104

Session Category: Marketing Execution

Session Format: Town Hall

Adopt your Sales team - Sales Enablement Essentials

Session Description:

Product Managers in high-tech are required to achieve ambitious results through their Sales teams, yet often feel disconnected, intimidated or simply frustrated by the relationship or results achieved with those Sales makers and leaders. This session will explore how to change this picture step-by-step by utilizing simple Product Management tools and techniques in order to achieve the results you need, harness the full potential and build lasting relationships with your Sales team.

Session Leaders:

Andre Piazza

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ID: ME-1105

Session Category: Marketing Execution

Session Format: Panel Discussion

Search Marketing Clinic

Session Description:

Want potential customers to find your business online but don't know where to start? This Search Marketing Clinic will focus on reviewing attendee web sites and talking about factors that would increase their visibility online.

Panelists: Joel Casarez (The Kaanen Group), Carlos Crespo and Andrew Cao (Motoza), Tony Tovar (InboundMastery.com).

Session Leaders:

Joel Casarez

Tony Tovar

Carlos Crespo

Andrew Cao

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ID: OA-1106

Session Category: Opportunity Analysis

Session Format: Presentation

You Can't Manage Intelligence - Unless You Track It

Session Description:

The presentation is based upon Glen's highly accredited workshops from SCIP and SLA conferences. It will step the audience through identifying key intelligence indices for their company, grouping them into logical components, and establishing strategic and tactical tracking mechanisms. This presentation will allow the audience to begin defining their own Competitive Intelligence framework and put the necessary pillars in place to ensure success. Key Take-Aways: 1. Hierarchy of all intelligence components and strategic action items 2. Five lessons learned from Fortune 500 companies 3. Templates will be provided on how they identify strategic actions and associated tactical plans 4. Metrics identifying all key intelligence components

Session Leaders:

Glen Brynteson

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ID: OA-1107

Session Category: Opportunity Analysis

Session Format: Presentation

Defining an emerging Waste Heat to Electricity (WH2E) segment

Session Description:

Waste heat is a large untapped international resource (opportunity, "Blue Ocean"•). The market opportunity of transforming a portion of this waste heat into grid ready electricity is substantial. For reference, annual US electricity consumption (2010) is valued at \$370 billion. The top level market is defined as entities that manage processes that generate heat. The fuel consumed by the underlying processes is calculated into product end prices so the waste heat is pre-paid, effectively free. A one-sentence sales lead might be "Allow us to convert your waste heat to electricity (and reduce your operating costs)."• The top level Customer division is Industrial Cogeneration and Utilities (collectively, the grid) plus non-grid (e.g. naval shipping). The Industrial Cogeneration division will be segmented and presented. In addition, the competitive landscape and value proposition will be discussed. The goal of the presentation is to interactively discuss market definition with a "live" example.

Session Leaders:

Patrick Traichal

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ID: OA-1108

Session Category: Opportunity Analysis

Session Format: Presentation

Why research? How research fits into Product Development.

Session Description:

We've all heard it "Apple doesn't do research", so why should I? In this session we'll talk about how and when to talk to people outside of your company (i.e. conduct research) and how to use that information. You will leave knowing how to avoid the "faster horse"• trap (your users cannot design your product for you) and be able to articulate what research CAN do for your product. This will be an interactive session, so the audience should bring their product questions so we can discuss possible research approaches during the session.

Session Leaders:

Danielle Smith, Ph.D.

Tanya Feinstein, Ph.D.

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ID: OA-1109

Session Category: Opportunity Analysis

Session Format: Presentation

DIY Research: How to conduct qualitative research (like focus groups)

Session Description:

We'll go over the basics of how to design, conduct and analyze qualitative data. We'll discuss traditional qualitative research, such as focus groups, and other options, such as online focus groups, activity-based focus groups, depth interviews and contextual inquires. You'll leave knowing the basics and how to avoid common mistakes.

Session Leaders:

Tanya Feinstein, Ph.D.

Danielle Smith, Ph.D.

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ID: OA-1110

Session Category: Opportunity Analysis

Session Format: Town Hall

Competitive Intelligence on a Shoestring Budget

Session Description:

You are tasked with competitive intelligence for your product offering, but you can't afford a subscription to those expensive analyst firms that cover your market? No problem! There are a wealth of tips and tricks to find out more about your competition. This will be an interactive session so if you have advice please attend and share with the group.

Session Leaders:

Doug Fierro

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ID: OA-1111

Session Category: Opportunity Analysis

Session Format: Town Hall

The 5 Scariest Words a Product Manager Can Hear

Session Description:

"We've created an innovation team." • OMG! Now I have to vet even more shiny new objects? A discussion on how product management and innovation can unite behind a common purpose.

Session Leaders:

John Mansour

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ID: OA-1112

Session Category: Opportunity Analysis

Session Format: Roundtable Breakout

Identifying Profitable Public-Spirited Business Opportunities Using MiniTrends

Session Description:

We find most innovators and entrepreneurs who start new companies or initiate new programs in existing organizations are motivated not only by the desire for profit, but also by the desire to make the world a better place. The MiniTrends Concept provides an approach that supports both goals. MiniTrends are emerging trends that are of a scope and importance to provide attractive opportunities to those alert enough to recognize them, perceptive enough to recognize their value, and clever enough to take advantage of them. Typically, they are not widely recognized, but promise to become important in a reasonable period of time. In this session, basic MiniTrend principles will be briefly discussed, and then the bulk of the session will be devoted to participants identifying and evaluating MiniTrends that promise profitable business opportunities in areas that can contribute to the public good, such as renewable energy, disease prevention, and poverty reduction.

Session Leaders:

John H. Vanston, Ph.D.

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ID: PC-1113

Session Category: Prod Mgmt Careers

Session Format: Town Hall

The Most Fun & Rewarding Part of Product Management: Why Isn't Anyone Doing It?

Session Description:

The day-to-day grind that goes with managing and marketing products is critical for success but most product managers and marketers wouldn't confuse it with fun. There's an equally if not more valuable aspect of the job that's more fun and more rewarding than the day-to-day care and feeding, but few organizations are doing it. Find out what it is and how to put your team in a position to do more of the fun stuff.

Session Leaders:

John Mansour

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ID: PC-1114

Session Category: Prod Mgmt Careers

Session Format: Presentation

Creating A Professional Brand That People Will Remember Using LinkedIn

Session Description:

You've joined LinkedIn® now what? Whether you've actively been using LinkedIn for a while or you've simply put up a profile and have done nothing with it, chances are you can easily do more. You want to recruiters to find you for your next gig? Do you want them to WANT to call you when they find you on LinkedIn? Learn how to use the proper vocabulary to BRAND YOURSELF! Are you using LinkedIn to promote your Professional Brand? What is google returning when recruiters and hiring managers search on your name? Don't keep missing some simple strategies to help you better utilize LinkedIn to create a really professional brand that people will remember. Marc Miller will provide you with 5 actionable tips along with an update on the new LinkedIn profile.

Session Leaders:

Marc Miller

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ID: PC-1115

Session Category: Prod Mgmt Careers

Session Format: Presentation

Python for Product Managers

Session Description:

This session will provide a brief introduction to the Python programming language, give examples of why it is useful for product managers to learn some basic Python and provide a path to get started. Real world examples of data scripting (think about dealing with 100s of thousands of records with having to call your DBA) will be provided illustrating the simplicity of the language and the potential benefits for product managers.

Session Leaders:

David Heller

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ID: PC-1116

Session Category: Prod Mgmt Careers

Session Format: Roundtable Breakout

Unleashing the Coach Inside of Every Product Marketing Manager

Session Description:

To be successful, Project Marketing Managers must have more than good communication skills. They must excel at bringing the best out of the diverse "team" • they work with on a day-to-day basis. Simply put, they need ordinary people to achieve extraordinary results. To do this, you need to be an excellent coach. You will learn and practice a simple coaching model that you can immediately use when you finish the session. After a short introduction to the model, we'll break into small groups of three to practice the coaching process. This is just the type of presentation that makes Saturday's worth getting up for! Join us for a fun, interactive session where you get to see and practice your coaching skills with other Project Marketing Managers!

Session Leaders:

Byron Van Arsdale

Kumar Anblagan

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ID: PC-1117

Session Category: Prod Mgmt Careers

Session Format: Other

Product Management and Marketing Alignment

Session Description:

Product managers tend to spend a lot of time working with product development, but there's another important function that often doesn't get enough of their attention: marketing. In many organizations, product management and engineering work in isolation on building a product, only to throw it over the wall to marketing and expect them to somehow "market it." It's not just alignment with product marketing that's an issue – most b-to-b companies are bifurcating marketing into specific roles like demand generation, corporate marketing, content marketing, regional/field marketing, channel marketing, marketing operations, and the list goes on. Having product management work effectively with product marketing and other marketing functions is essential for product success. In this session you'll have an opportunity to talk about challenges related to working with marketing and get your questions answered on how product managers can more effectively engage with their marketing peers.

Session Leaders:

Jeff Lash

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ID: PC-1118

Session Category: Prod Mgmt Careers

Session Format: Panel Discussion

All The Responsibility , But No Authority - Get Over It & Lead

Session Description:

"All the responsibility, but no authority" has become the PM & PMM mantra. If we want Product Management & Product Marketing to be taken seriously, we must cast aside this excuse and establish ourselves as leaders in our organizations. In this session an executive panel of recognized Product Management and Product Marketing Leaders will discuss how to establish yourself and the Product Management & Product Marketing teams as leaders in the organization. This panel of PM & PMM executives will address your nagging questions such as: tips on how to establish yourself as a leader when you first join an organization, how do you recover from a career misstep and what can you do to change the status of the PM or PMM team when it has been traditionally downplayed. Come prepared to ask questions and learn from some of Austin's top Product Management & Product Marketing leaders.

Session Leaders:	Neville Letzerich, Executive Vice President of Product Management, Bazaarvoice	Denny LeCompte, SVP of Product Strategy, SolarWinds	David Kenyon, VP of Worldwide Business Management, AMD	Tom Evans - Moderator
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ID: PC-1119

Session Category: Prod Mgmt Careers

Session Format: Presentation

Building and Growing High Performing Product Management Teams

Session Description:

Product Management is a critical function for product-driven organizations that want to create new revenue streams and a sustainable competitive advantage. A recent CBS news report shows that Product Management is recognized as the fourth most important corporate job in the U.S., with only CEOs, Executives and General Managers higher on the list. In my experience, companies often confuse and misuse Product Management. These companies risk building the wrong product, adopt the wrong strategy or implement ineffective marketing approaches. A recent study of experienced product managers from different companies and industries identified common challenges impacting their effectiveness and productivity. This session will help you build and manage a product management team. We will also discuss ways to empower your product management team to lead high performing products teams. This session is for product team professionals who want to accelerate their career by managing other product managers. For more information: <http://slidesha.re/18gOTK4>.

Session Leaders:

Hector Del Castillo

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ID: PC-1120

Session Category: Prod Mgmt Careers

Session Format: Presentation

Employee to Entrepreneur

Session Description:

Stepping out of a corporate job into a startup is different, whether as an entrepreneur or an early employee. In this session Kevin will describe the differences, and the methods to prepare yourself for taking the startup plunge.

Session Leaders:

Kevin Koym

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ID: PC-1121

Session Category: Prod Mgmt Careers

Session Format: Town Hall

Fundamentally Broken - Time For Transformation!

Session Description:

In way too many companies, the practice of Product Management and Product Marketing is fundamentally broken. Today, there are more opportunities than ever to learn best practices, but this still has not resulted in transformation for most of us. In this town hall discussion, we'll explore the key breakdowns in the practices of Product Management and Product Marketing and together discover actions that we can take to break through those barriers and fundamentally transform the way we execute the roles of Product Management & Product Marketing.

Session Leaders:

Tom Evans

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ID: PD-1122

Session Category: Product Development

Session Format: Presentation

Doing Agile vs BEING Agile - The Product Value Team

Session Description:

Agile development has become the standard best practice for development across many industries. But many organizations are trying to adopt Agile just as they would other processes or methodologies, and that is typically a mistake. This session focuses on the mindset required to BE agile, and then discusses appropriate ways for organizations to "feed" the development beast. The single Product Owner concept is effective from a development team perspective, but practically impossible for many organizations to provide. A team is really needed, but care must be taken to avoid falling into the same traps that the single Product Owner was meant to solve (differing agendas, conflicting messages...) . Product Owners as adjuncts to development teams take us in the wrong direction altogether. We'll look at how Product Management can BE Agile help solve these riddles to create winning products.

Session Leaders:

Kelly Looney

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ID: PD-1123

Session Category: Product Development

Session Format: Workshop

Productizing Your Services

Session Description:

Get away from "pay for hours" by turning your services into products. You have to think a different way and change the way your business works. The payoff is more money, more time, and more financial consistency without you or your company having to perform the work. Work through the exercises to see if this is a good move for your company to make.

Session Leaders:

Jan Triplett, Ph.D.

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ID: PD-1124

Session Category: Product Development

Session Format: Presentation

A Solution for Maintaining Product Development Innovation in an Agile/Lean World

Session Description:

Congratulations--you're a Product Manager who is part of a team that finally achieved many of the benefits promised by agile methods such as Scrum or Kanban--you have a ranking of work items on which the team can focus, you're eliminating waste, and you're getting things done (just about) on time! There may be an effort to put nearly everyone in your product development team (especially anyone in development) in the system and really crank up the velocity. However, you've noticed that the flow of new ideas coming out of development is not quite what it once was. You say to yourself, "at least it's better than before when they made ALL the decisions. But my competitors are catching up..." Come to this session to learn about a bold potential solution that will allow for a balance of predictable performance and the generation of innovative ideas from your development team.

Session Leaders:

Matt Roberts

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ID: PD-1125

Session Category: Product Development

Session Format: Presentation

App Development for The Programmatically-Challenged

Session Description:

Want to build your own application but don't know how to write code? PAAS (Platform-As-A-Service) tools, like Zoho Creator and Caspio, can be used to build proof-of-concept, beta, and even live applications for web or mobile devices. Depending on the app, formal coding experience might not be required. During this session, the facilitator will discuss her experience designing two beta software products on Zoho Creator.

Session Leaders:

Ann Jagert

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ID: PD-1126

Session Category: Product Development

Session Format: Workshop

How to Keep Your Product Development Teams Going Fast

Session Description:

Features often get delivered quickly on new software projects, but the pace gets exponentially slower over time. Why does this happen and what can you do about it? In this session, we'll introduce the hidden drag of technical debt and explain how it works. Through a combination of presentation, discussion and exercises Product Managers will learn how to recognize the symptoms and work with your team to eliminate it, so you can keep going fast.

Session Leaders:

Eric Stewart

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ID: PD-1127

Session Category: Product Development

Session Format: Roundtable Breakout

Delivering Product in an Agile World

Session Description:

Still working through the challenges of delivering product with agile teams? In this session participants can share and discuss their agile experiences. We will explore what is working, what is not working and what is still puzzling/challenging us in our agile endeavors. A set of experienced agilists will be available to answer your questions and help you become more successful delivering innovative products with agile teams.

Session Leaders:

David Hawks

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ID: PM-1128

Session Category: Product Lifecycle Mgmt

Session Format: Presentation

"Your Baby is Ugly! (but I think we can fix it)": Strategies for the inherited Product

Session Description:

"I didn't build this dud product! I didn't tick off these customers! But now it's my job to fix it, HELP!" • Building from a blank white board is "easy" • and fun, but most Product Management jobs involve taking over someone else's product. Often this means "step-child" • products, old code bases, antiquated UI's, long defect lists, and unrealistic customer commitments that you didn't make. This session discusses strategies for taking ownership, building stakeholder consensus, and driving the right turnaround plan for your product. This session has a presentation framework, but included examples and session participant experiences will drive active group discussion.

Session Leaders:

Mike Ditson

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ID: PS-1129

Session Category: Product Strategy

Session Format: Presentation

Let's Get Nekkid: Applying Lean Startup Methods

Session Description:

You've heard about lean startup, and you may have even gone through the exercise of composing a business model canvas. Let's move beyond the theory and hype and examine the practical tips, tools, and guidelines you can use to apply lean startup methods to your company's product management and marketing efforts. We'll briefly cover business model canvases, but we'll also look at the real-world application of customer development interviews, minimum viable product (MVP), funnel metrics, experiments to test and revise assumptions, instrumenting products to gain insight into what users are actually doing, and the pitfalls of applying lean startup methods.

Session Leaders:

Roger L. Cauvin

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ID: PS-1130

Session Category: Product Strategy

Session Format: Town Hall

Can Visioning Be Taught?

Session Description:

As a product manager do you have what it takes to create product vision? When it comes to creating a vision some people seem to come by it naturally, while others struggle. Can Visioning be Taught? And if so, what does product management need to excel. Join this town hall session as we discuss (debate) whether product management can be taught visioning, what elements can be infused or taught and where it's inherent, DNA or sheer luck.

Session Leaders:

Jim Holland

Wes Gillette

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ID: PS-1131

Session Category: Product Strategy

Session Format: Town Hall

Effectively Communicating Product Roadmaps

Session Description:

You've figured out the future roadmap for your product, so the hard work is done, right? Not by a long shot. Even the "best" • roadmap will fail if it's not documented, presented, and communicated appropriately. Do customers misinterpret your roadmap? Do salespeople misuse it? Do executives question it? Do developers laugh at it? There are common mistakes that most product managers make when communicating their roadmaps, and certain tips and tricks that can be employed to avoid common pitfalls. This session will present challenges, examples, and some recommendations, and then open the discussion for participants to share their experiences on what's worked and what hasn't.

Session Leaders:

Jeff Lash

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ID: PS-1132

Session Category: Product Strategy

Session Format: Presentation

The Big Deal with Big Data

Session Description:

Are you sick and tired of hearing about Big Data but secretly worried that you don't get it? Or how it impacts your business ? your profession? Your life? Fret not! Come to this session to not only understand what The Big deal about Big Data is but also understand makes it so different than "small" data. Big Data has already impacted how markets work and this session will discuss how Product Marketing, Strategy and Management will need to change as we adopt the changes that the Big Data has wrought. This interactive, case-driven discussion will focus more on how innovative companies are using Big Data to drive their businesses, revenues & margins and refrain from technical discussions on Hadoop and MapReduce. Additionally, we will explore some of the opportunities available to Small and Medium businesses to leverage "Big Data"• and derive the same benefits as large corporations.

Session Leaders:

C K Kumar

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ID: PS-1133

Session Category: Product Strategy

Session Format: Presentation

Increase Your Market Share: Move Beyond MVP and Build the Whole Offer

Session Description:

Whether you're barely at MVP or managing a fully launched product, understanding the end-to-end customer problem will ensure superior customer experience and market success. Early Adopters and Innovators are happy to focus on Core products because their focus is on technology and performance. Once you've captured that market, what's next? Sell the product off and focus on the next product? Or do you build your current product out with a strong Whole Offer to not only capture the Late Majority who seek solutions and convenience but bring that innovation back to your Early Adopters? To understand a Whole Offer think iPhone...where would iPhone be without iTunes, iOS developers, Genius Bar, or basic accessories? In this session, we will review the basics of a Whole Offer and discuss the transition from MVP to Whole. This will be an interactive session with active audience participation. Come prepared with questions and examples.

Session Leaders:

Becky Trevino

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ID: PS-1134

Session Category: Product Strategy

Session Format: Workshop

Leadership in the New Economy : Creating an Engaged Workforce

Session Description:

Fortune 500 companies are failing faster than ever, executive turnover is at an all time high, and employee engagement has never been lower. 20th century leadership techniques are no longer effective. Learn why these techniques are no longer effective and experience what true engagement feels like. Walk away with the understanding you need to create a connected and engaged organization that can respond to today's fast paced business environment in this fun interactive workshop.

Session Leaders:

Mark Spitzer

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ID: PS-1135

Session Category: Product Strategy

Session Format: Presentation

Improve Your Product Portfolio Through Analytics

Session Description:

When delivering business intelligence solutions, getting meaningful data into the hands of the right people in ways they'll understand and use is extremely important. By bringing together this information you'll empower your customers to more accurately analyze business failures and successes, and your product team can make better decisions about how to improve your product. Managing data is a big challenge, especially for companies looking to improve their customer experience. Often data gathering is chaotic because it doesn't just come from one source and each source is not always managed by the same team, or even by the people who need to guide critical decisions based on facts. This will share insights and case studies on ways to bring together different data sources, and connect the dots between your customers' data and the actions your team takes to minimize risk and improve customer satisfaction. Find more information here: <http://slidesha.re/1akN783>.

Session Leaders:

Hector Del Castillo

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ID: PS-1136

Session Category: Product Strategy

Session Format: Presentation

How Gamification Can Help You Generate Ideas, Improve Product Design and Increase Sales

Session Description:

Many people hear about gamification and think that it is not applicable to their work since they do not work in the gaming industry. However, companies like Dropbox and others have proven that gamification is applicable to any industry, product or service. This session will discuss how to use gamification in your company to generate ideas, improve product design and increase Sales. This subject is applicable to both entrepreneurs launching a company and products managers working in a corporate environment. Recent examples of successful gamification concepts will be shown.

Session Leaders:

Jose Briones

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ID: RD-1137

Session Category: Requirements Definitions

Session Format: Presentation

Your Product Failed Because You Ignored Your Users

Session Description:

Imagine it is the future, and you just launched your product. It failed miserably. You do a root cause analysis to figure out why - because you didn't build something your users needed. Hindsight is 20/20, but it also comes too late. Imagine how much better your product would be if you could learn from your mistakes before you make them?

Session Leaders:

Scott Sehlhorst

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ID: RD-1138

Session Category: Requirements Definitions

Session Format: Workshop

Story Mapping - Transform your Requirements process from Delivery to Discovery

Session Description:

In this hands-on workshop you will learn a new tool, Story Mapping, focusing on a user experience viewpoint to help you gain insights and provide you with a multi-dimensional view of your product development needs. A user story map arranges user stories into a useful model to help understand the functionality of the system, identify holes and omissions in your backlog, and effectively plan holistic releases that delivery value to users and business with each release.

Session Leaders:

David Hawks

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