

# Go-To-Market

<b>ID#: GM-707</b>	<b>Category:</b> Go-to-Market	<b>Format:</b> Workshop
<b><u>Title:</u> Billing as a source of product innovation</b>		
<b>Description:</b> Innovation without monetization is, well, stupid. This is a discussion of the subscription billing lifecycle. As companies implement subscriptions, they naturally move toward offers and product mixes that are increasingly personalized, interactive and dynamic. The goal is to use subscriptions to drive longer-term relationships around highly valued products and business models that maximize customer lifetime value. In order to achieve this goal the subscription will likely start simple but must evolve and mature over time.		
<b>Presenters:</b> <u>Chris Couch</u> Chris Couch is COO of Transverse, LLC, makers of TRACTBILLING.com		

<b>ID#: GM-736</b>	<b>Category:</b> Go-to-Market	<b>Format:</b> Presentation
<b><u>Title:</u> Avoiding Common Entrepreneurial Mistakes</b>		
<b>Description:</b> How do you avoid some of the most common mistakes that kill most startups? In this session Kevin Koym, 5 time entrepreneur and Founding Partner of Tech Ranch Austin will share several stories that have killed startups, and what to do to make sure that your startup is not entrepreneurial road kill. Drawing upon real live issues around the Tech Ranch, this session can have direct impact on your startup.		
<b>Presenters:</b> <u>Kevin Koym</u> Kevin Koym accelerates entrepreneur success. Through championing the cause for entrepreneurs over a decade, Kevin has founded Tech Ranch Austin, a venture accelerator for early-stage technology companies as well as 5 startup companies in the US, Mexico, and Chile. Kevin was recently recognized as "Technology Community Leader of the Year" for 2010 by AITP Austin.		

# Marketing Execution

<b>ID#: ME-702</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> The Changing Face of Online Entrepreneurship: Women Over 40</b>		
<b>Description:</b> Some of us running a startup-type business also have families, mortgages, minivans, hot flashes....and years of work experience and savvy. Although we do order a lot of pizza like most young'uns, we don't ever sleep under our office desks (hey, that's hard on one's back!) Blogger, destination marketing expert and TourismCurrents.com co-founder Sheila Scarborough - a proud 50 years old - will talk about lessons learned and strategies for women over 40 who are interested in launching an online business. We may need reading glasses for our smartphones, but we can still kick butt!		
<b>Presenters:</b> <u>Sheila Scarborough</u> Sheila Scarborough is a writer, speaker and consultant specializing in tourism, travel and social media. Along with Becky McCray, she co-founded TourismCurrents.com; social media for destination marketing. Sheila's an NHRA drag racing fan because there's one winner, one loser and no whining.		

<b>ID#: ME-710</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> 150 Monkeys in CyberSpace</b>		
<b>Description:</b> Human groupings like military units, church congregations, modern hunter / gatherers, and even our facebook friends are dictated by primitive evolution. Regardless of your industry, product or service, sales and marketing is all about people and our relationships. In this presentation, Chad Peevy applies research theorem, spanning over 65 years, from psychology, anthropology, sociology, biology, and several other "ology's" to sales and marketing. Peevy demonstrates through observation of primate behavior and the phenomenon of celebrity, how any business can get noticed and build a following to realize profits. We'll answer these questions and more: Why are some people so exhausting to talk to? How is social media interrupting our evolutionary process? Why should my business hire a chief story-teller?		
<b>Presenters:</b> <u>Chad Peevy</u> As a business advisor and marketer, Chad Peevy has helped businesses in the US and Mexico realize their objectives. Peevy understands the need for businesses to consider metrics and science over hype when making decisions. His portfolio is eclectic, ranging from mortgage brokers to software solutions to musicians to widget manufacturers.		

<b>ID#: ME-722</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> Revolutionary Thinking</b>		
<p><b>Description:</b> Everyone likes to be admired; businesses and entrepreneurs are no different. We like it when customers tell us “You’re the greatest! We love you!” Feed my ego and give me some more of that. There’s just one problem, customers want to be heroes too. And they have the money. Customers are more likely to pay you money to become a hero, than they are to give you money to admire you. While admiration is nice, money is better.</p>		
<p><b>Presenters:</b> <u>Jay Ehret</u>          Founder, Chief Officer of Awesomeness, and Content Headmaster at TheMarketingSpot.com. Consultant, coach, blogger, podcaster. Admired by family and most friends (but secretly disdained by a few).</p>		

<b>ID#: ME-724</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Town Hall
<b><u>Title:</u> Going Mobile? Harnessing mobile web, applications and SMS</b>		
<p><b>Description:</b> Before you board the mobile train, it's best to know where you are going. How are innovative businesses using mobile to engage and support customers? And what should you know before launching a mobile strategy?</p>		
<p><b>Presenters:</b> <u>Pat Scherer</u>          Pat Scherer, The Detail Person LLC Partners with businesses to deploy mobile and web-based sites and applications. In the last 6 months, Pat managed mobile web and application projects for 3Seventy, AMF, Playtex, Direct Marketing Association, AT&amp;T, HP and Young America.</p>		

<b>ID#: ME-728</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> Social Marketing in B2B World: Reality vs. Myth</b>		
<p><b>Description:</b> By now, you've probably completely refocused all your marketing energy and dollars on the new world of social media. Trade shows are dead and email marketing is so passé. Instead you chat, tweet, IM, like, +1 all day long. #fail.</p> <p><b>B2B technology purchasing decisions are not made over social networks. That's according to a recent Forrester Research survey. Yet social marketing – when done right – can be a great asset in your B2B go-to-market strategy.</b></p> <p><b>In this session, we will cover some pragmatic examples of how social marketing can be successfully leveraged to engage with B2B customers and prospects. Led by a practitioner (not an expert), this session will appeal to anyone involved the B2B space who is looking for practical advice.</b></p>		
<p><b>Presenters:</b> <u>Bertrand Hazard</u></p> <p>Bertrand Hazard is VP Marketing at Trous Technologies. He is known for his 'franc-parler' and can do attitude. A regular presenter at ProductCamp, Bertrand also blogs on <a href="http://www.arandomjog.com">www.arandomjog.com</a>. You can follow Bertrand on Twitter at <a href="http://www.twitter.com/productmarketer">http://www.twitter.com/productmarketer</a>.</p>		

<b>ID#: ME-734</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> Putting the relationship back into media relations - secrets for getting news coverage</b>		
<p><b>Description:</b> Good media relations isn't a numbers game. Getting media coverage for your company and products means telling the right story to the right reporter at the right time. It's about building a relationship with the media and understanding what reporters need. It's about being a resource and having a good story to tell.</p> <p><b>The secret for getting coverage is putting the relationship back into media relations. In this session you'll learn how to approach reporters, the most important advice reporters have for people who pitch them story ideas, what makes a good story and how to craft a pitch. Whether you are responsible for PR in your organization or you are an executive who is asked to speak to the media, this session will provide insight on how to get press coverage.</b></p>		
<p><b>Presenters:</b> <u>Dara Quackenbush</u></p> <p>Dara Quackenbush is a public relations professor at Texas State. She is an adviser on how businesses can use public relations and social media to reach their objectives.</p>		

<b>ID#: ME-739</b>	<b>Category:</b> Marketing Execution	<b>Format:</b> Presentation
<b><u>Title:</u> What Marketers can learn from Jimmy Buffet and Lady Gaga .. are you that good?</b>		
<p><b>Description:</b> Have you ever wondered why both Jimmy Buffet is so successful and not a "one hit" wonder? Why are millions of people flocking to be a "little monster" and how can one singer be so wildly successful? Two different niches .. similar lessons to be learned and applied in your marketing or would you prefer to ... #fail in your marketing execution. A strong brand and a targeted niche .. there is more to marketing than just social media. How can we best learn from two unlikely teachers to be better at what we do .. Marketing Execution! In this session, we will cover some pragmatic examples of how 2 media icons leverage their content and market niches to be widely successful well loved brands.</p>		
<p><b>Presenters:</b> <u>Elizabeth Quintanilla</u>  Elizabeth Quintanilla is not your average girl &amp; has been seen at various events around Austin as a speaker, consultant, contractor &amp; coach. Currently, Elizabeth serves as a City of Austin Commissioner on the Technology and Telecommunications commission. She enjoys positively impacting marketing teams. Elizabeth also blogs on <a href="http://www.eqconsultantsgroup.com">www.eqconsultantsgroup.com</a>. You can follow Elizabeth on Twitter at <a href="http://www.twitter.com/equintanilla">http://www.twitter.com/equintanilla</a>.</p>		

## Opportunity Analysis

<b>ID#: OA-711</b>	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Town Hall
<b><u>Title:</u> Sizing, Segmenting, and Forecasting Markets</b>		
<p><b>Description:</b> Business is driven by accurately defining how many customers there will be for your product over time, how much they are willing to pay over time, and what will make them break their current habits to pay for your product. Then throw in a healthy dose of competition and the concept of "market windows." Top-level requirements and persona prioritization are derived from segmenting, sizing and forecasting customer groups.</p>		
<p><b>Presenters:</b> <u>Paul Teich</u>  Paul Teich is a Marketing Fellow in AMD's Corporate Strategy team. Paul has held many strategy, marketing and planning roles and is an expert at market intelligence and forecasting, scenario planning, and product management and marketing. He spends a lot of time with market researchers and analysts and has been known to write an occasional survey script.</p>		

<b>ID#: OA-711</b>	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Presentation
<b><u>Title:</u> Whither the iFairy? Making Products for and Marketing them to the iPhone Market.</b>		
<p><b>Description:</b> Will the iFairy bless your product with critical and market success in the iTunes App Store? This interactive session covers the issues facing an iOS developer and their new product idea -- including: the iOS platform, tools, ad networks, PR channels, market size and, just for fun and sparks, a competitive discussion re: Android phones and tablets. Andrew Donoho, the presenter, is known for his broad command of the technology, market and strategic issues facing the developer/project/product manager. He is also known, fortunately in this case, for an interactive and digressive presentation style. You will be able to get your questions addressed and sometimes answered.</p>		
<p><b>Presenters:</b> <u>Andrew W. Donoho</u>  Andrew W. Donoho has a small iOS development consulting firm, Donoho Design Group, L.L.C. In addition to developing client applications, he has developed three applications for iOS devices: weLost™, Retweever™ (née ch@tter™) and The Texas Observer for iPad. He has experience in developing 3D visualization software, designing hardware and crafting web standards (XHTML, SVG and UPnP).</p>		

<b>ID#: OA-737</b>	<b>Category:</b> Opportunity Analysis	<b>Format:</b> Town Hall
<b><u>Title:</u> Henry Ford Was Wrong: What it Takes to Uncover &amp; Identify Compelling Market Needs</b>		
<p><b>Description:</b> Henry Ford is famously quoted as saying: ""If I had asked people what they wanted, they would have said faster horses."" Many people use this as an excuse for not speaking to the market. But in reality, Henry Ford was not asking the right question and we should use the Voice-of-the-Customer to uncover unmet needs. This session will be a guided discussion to discuss best practices that Product Managers can use to discover compelling market needs that lead to winning products.</p>		
<p><b>Presenters:</b> <u>Tom Evans</u>  Tom Evans is Principal at Lucrum Marketing and brings over twenty years of successful hi-tech business experience helping start-ups as well as Fortune 500 companies create and launch winning products. He is recognized for building product management and product marketing organizations from the ground up that deliver winning products in the US and global markets.</p>		

# Product Management Careers

<b>ID#: PC-703</b>	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Workshop
<b><u>Title:</u> Fast Feedback That Really Helps People: Why It Doesn't Happen &amp; How To Get It Going In Your Group!</b>		
<b>Description:</b> If you work with at least 1 other person in an enterprise you're passionate about, it's likely that faster, constructive feedback to & among team members would speed up your success. That's what organization specialist Anna Carroll has found by working with hundreds of product & other business teams all over the world. In this workshop, she will share: 1) feedback that people want & can use to advantage (vs. unwelcome "feedback") 2) the surprising root causes of feedback-drought 3) a fun & practical tool to help you recognize your own & others' feedback comfort (& discomfort) "zones" and 4) five strategies to help you open the floodgates of feedback that people will welcome---swimmingly! <b>Workshop format:</b> A. Overview B. 1st Group Exercise and Sharing: Feedback Comfort & Discomfort Zones (with assistants) C. Five Strategies For Getting Helpful Feedback Flowing D. 2nd Group Exercise & Sharing: Applying the Strategies E. Conclusions/Q&A		
<b>Presenters:</b> <u>Anna Carroll</u> Anna Carroll, MSSW, is organizational expert, trainer, and training designer. With her firm, Interaction Design, Inc. she has facilitated many groups in companies new & mature, small & large, in the US, Korea, Egypt, Italy, Belgium, Dubai, UK & Singapore--to work smarter together. After researching highest-leverage improvement opportunities for leaders, she is focusing on workplace feedback. (See <a href="http://www.justfeedback.com">www.justfeedback.com</a> )		

<b>ID#: PC-709</b>	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Workshop
<b><u>Title:</u> Salary Negotiation Skills - Leverage Your Worth</b>		
<b>Description:</b> Whether you are the recruiter or the candidate, you want to get the best outcome you can when salary is being negotiated. Join us at this interactive workshop to learn how to leverage your power and increase your skill. Whether you are a novice or a pro, expect to learn tips and tricks to expand your negotiation strategies. This workshop is presented at the request of participants at last year's Product Camp Negotiation Best Practices session.		
<b>Presenters:</b> <u>Kate Stewart, PhD</u> Kate Stewart, PhD, is a tech entrepreneur, management consultant, author, coach, and mediator. She has taught negotiation and mediation skills in leading international graduate business schools and Fortune 100 companies. Kate is President of Iron Scaffold and CEO of Gold Scaffold, Inc.		

<b>ID#: PC-717</b>	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Presentation
<b><u>Title:</u> The Product Manager Pathfinder: Accelerating Your Career</b>		
<p><b>Description:</b> Why should I hire you over others?  How can you position yourself to get hired or promoted over your competitors?  What are your Unique Selling Propositions (USPs) as a product manager or marketing manager?  What can you do to accelerate your career?  I will share key tips to differentiate yourself and accelerate your career. Learn how to convince a prospective employer why they should hire you or promote you over others. We will discuss how you can enhance your worth by increasing your transferable skills and your USPs.  This discussion is for those of you who want to enhance your upward mobility, obtain a promotion, or find your next job or consulting opportunity.  I'd like to request your vote for this highly interactive session and hope you can join me.  Connect to me via LinkedIn at <a href="http://tinyurl.com/hdelcastillo">http://tinyurl.com/hdelcastillo</a> to submit questions before the session.</p>		
<p><b>Presenters:</b> <u>Hector Del Castillo</u>  Hector has over 10 years experience transforming products to profit for technology-based companies. He has directed the product strategy and launched over 25 technology products resulting in over \$25M in achieved global sales revenue. He provides services as a consultant, contractor, coach, or trainer to organizations that need to create and market value-added products that customers want.</p>		

<b>ID#: PC-732</b>	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Town Hall
<b><u>Title:</u> Transitioning From Product Manager to Product Owner</b>		
<p><b>Description:</b> Now that many software development teams have adopted agile and Scrum, how have product managers adjusted? It's a topic that isn't discussed much but is crucial to the success of agile within your organization. In this session we will explore what is involved in the transition from a product manager role into a product owner role and discuss real-world experiences. We'll give special focus to areas where people struggle and offer solutions that people have identified to make things go smoother. This will be a very interactive session where participants share their observations, strategies and pain points.</p>		
<p><b>Presenters:</b> <u>Oliver Schmelzle</u>  Oliver Schmelzle is VP of Product Strategy at Vast, a company that efficiently matches buyers and sellers in marketplaces for the auto, travel, and real estate industries. He has enjoyed working as a product manager at several Austin startups though he also values his experiences with large product teams at Symantec and Vignette.</p> <p><u>Walter Bodwell</u>  Walter Bodwell is the founder of Planigle, a company which provides consulting, training and tools to help teams get the most out of agile development. He has worked with companies from startups to large enterprises to assist them in their software practi</p>		

<b>ID#: PC-735</b>	<b>Category:</b> Prod Mgmt Careers	<b>Format:</b> Town Hall
<b><u>Title:</u> The Product of You - How are you managing it?</b>		
<p><b>Description:</b> Look at the news these days from the most dynamic sector of the U.S. economy — Silicon Valley. Facebook is now valued near \$100 billion, Twitter at \$8 billion, Groupon at \$30 billion, Zynga at \$20 billion and LinkedIn at \$8 billion. These are the fastest-growing Internet/social networking companies in the world, and here's what's scary: You could easily fit all their employees together into the 20,000 seats in Madison Square Garden, and still have room for grandma. They just don't employ a lot of people, relative to their valuations, and while they're all hiring today, they are largely looking for talented engineers.</p>		
<p><b>Presenters:</b> <u>Larry McKeogh</u>  Larry McKeogh Larry's background includes hardware design and both hardware and software product management. Larry is passionate about product management and improving its role and effectiveness within the organization</p>		

# Product Development

<b>ID#: PD-726</b>	<b>Category:</b> Product Development	<b>Format:</b> Panel Discussion
<b><u>Title:</u> The Future of Product Management</b>		
<p><b>Description:</b> You've heard the traditional challenges product managers face (basing product decisions on market problems, leadership without formal authority, getting buried in tactical tasks). But product management has grown up, and there new challenges to overcome. What is the future of product management, and how will it address these new challenges? Austin's ""Gang of Four"" product managers (Roger L. Cauvin, John Milburn, Scott Sehlhorst, Paul Young) will lead an interactive conversation on such topics as: 1. We've gone agile. Do we still need product management? 2. Will product managers join the executive ranks? (CPO = Chief Product Officer) 3. Will product managers embrace cutting edge ""lean startup"" and ""customer development"" processes? What do YOU think the future of product management holds?</p>		
<p><b>Presenters:</b> <b><u>Roger L. Cauvin</u></b> Roger leads product strategy on Dachis Group's Lifestyle Communities product and works with the rest of the strategy team to plan and build out the company's social business intelligence-as-a-service (SBlaaS) portfolio. Roger's passion is informing and empowering teams to make smart product decisions.</p> <p><b><u>John Milburn</u></b> John Milburn has been in the Austin technology space for over 20 years, and has been an Instructor at Pragmatic Marketing for the last 6 years. He has worked in or led product teams at companies such as Lane15 Software, Tivoli, Dell, IBM, Texas Instrument</p> <p><b><u>Scott Sehlhorst</u></b> Scott Sehlhorst is a product management consultant, working with large and small clients, helping teams get better at product management, helping organizations "go agile," generally helping make great products. Scott writes at <a href="http://tynerblain.com/blog">http://tynerblain.com/blog</a>.</p> <p><b><u>Paul Young</u></b> Paul Young has more than a decade of experience in hardware, software, and services product management and marketing. Paul has launched and managed dozens of products in large companies to startups, across a wide range of technologies and business model</p>		

# Product Lifecycle Management

<b>ID#: PL-719</b>	<b>Category:</b> Product Lifecycle Mgmt	<b>Format:</b> Presentation
<b><u>Title:</u> Hassle Mapping Your Way To a Better Product Experience</b>		
<b>Description:</b> Do your customers genuinely enjoy using your product? Do they want to tear their hair out each time they use it? More than likely, it's a mix of both experiences. How do you get at this essential user information? At Journyx, we've developed a product improvement methodology based off Adrian Slywotsky's hassle map concept. In this session, participants will learn different ways to uncover user feedback and build hassle maps that pinpoint the emotional hot spots - irritations, frustrations, wasted time - of your product. These maps can offer compelling data to inform market-based product strategy and feature development.		
<b>Presenters:</b> <u>Chris Bailey</u> Chris Bailey is the marketing manager for Journyx, an Austin-based time tracking and project scheduling software developer, where he oversees product marketing and strategy. Chris is also a business anthropologist where his focus in customer experience design helps businesses understand how customers interact with their products, services, and overall brand. He blogs at <a href="http://baileyworkplay.com">baileyworkplay.com</a>		

# Product Strategy

<b>ID#: PS-705</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b><u>Title:</u> To Be or Not To Be ( Free! ): How to manage a business PROFITABLY in a world of FREE products/services</b>		
<b>Description:</b> Have you ever wondered if your business would be more successful by making your product / service available for FREE? Have you worried how your competition is giving stuff away for FREE while you are struggling to make ends meet? When can you give stuff away for FREE and still be profitable? How can you NOT provide your service for FREE and still be competitive? This trend of providing products / services for free is impacting the way we do or think about our product strategy, product design and management, marketing, support, revenue generation and profitability.		
<b>Presenters:</b> <u>C.K. Kumar</u> C. K. Kumar is a Marketing and Strategy professional who has spent the past 16 years in several technology and marketing roles in start-ups and large companies. When he is not working in the Business Management Group at AMD, he helps multiple start-ups on their marketing and business strategies. More information at <a href="http://www.Linkedin.com/in/SupraMBA">http://www.Linkedin.com/in/SupraMBA</a>		

<b>ID#: PS-706</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Workshop
<b><u>Title:</u> Business Dangers &amp; Delights of Daily Deals</b>		
<p><b>Description:</b> There are 500 companies offering marketing support through daily deals (think Groupon, Living Social). It's expected than in a year there will be over 1000 options, maybe more. If you've thought of joining that crowd of marketing companies, you need to know and understand what you're getting into — including class action suits in 9 states. If you're thinking of using couponing as a way to get new clients for an existing product or a launch, seller beware. It's not free and there are legal, financial, &amp; marketing reasons to look again. It can even impact your ability to sell your business. If you are thinking about investing in or buying out a product or business that uses these prepaid coupons, buyer beware. The liabilities carry forward. There are alternatives to getting the right customers that you can depend on, let's talk.</p>		
<p><b>Presenters:</b> <u>Jan Triplett, Ph.D.</u>  Jan Triplett is the CEO of the Business Success Center, a marketing and financial strategies certified green business. She is the author of A Networker's Guide to Success and co-author of Thinking Big, Staying Small. She has provided successful strategies to small B-2-B and B-to-C firms to launch and grow product and service businesses locally, nationally &amp; internationally.</p>		

<b>ID#: PS-714</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Workshop
<b><u>Title:</u> How to run a collaborative, Agile Roadmapping session with your team(s)</b>		
<p><b>Description:</b> You gotta have a roadmap... but most roadmaps are crap. Created unilaterally and with little technical or market input or basis in reality, these poor roadmaps do more to erode your credibility as a product leader than enhance it. I'll show you from my experience with many companies how to run a collaborative, agile roadmapping session that results in a shared and deep understanding of market segments, features and benefits, timelines for rolling out features/benefits by market segments, market events, and an architecture that allows the product to be enhanced according to plan. Using this method, you can get the commercial side of the house (market, sales, market research, etc.) and technical side (engineering, maintenance, etc.) of the house to work off the same page and you will be amazed at the clarity of purpose that comes out of this. This is an interactive, hands-on session.</p>		
<p><b>Presenters:</b> <u>Jeff Brantley</u>  Jeff Brantley is a product guy: a no-nonsense, git 'er done, product guy. In Austin doing software Product Management, Marketing and Strategy since 1996, Jeff now focuses on Agile coaching for PMs and teams as a Senior Consultant for Enthiosys.com, and an InnovationGames Qualified Instructor (InnovationGames.com).</p>		

<b>ID#: PS-718</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b><u>Title:</u> Creating Value Through Product Innovation</b>		
<p><b>Description:</b> Why should you lead value creation within your company? What can you do to create value? How do you foster product innovation to minimize risk ? I will share ideas and insights to help you create and implement a business strategy to lead product innovation within your company. I'll discuss key principles to help you increase creativity and collaboration and lead product development activities. I will also ask questions and open the floor for expansion and general discussion. This discussion is for those of you who want to increase your company's value. It is also for those who want to enhance your worth as a professional by leading innovation. I would like to request your vote for this highly interactive session topic and hope you can join me for this discussion. You can connect to me via LinkedIn at <a href="http://tinyurl.com/hdelcastillo">http://tinyurl.com/hdelcastillo</a> and submit questions before this discussion.</p>		
<p><b>Presenters:</b> <u>Hector Del Castillo</u>  Hector has over 10 years experience transforming products to profit for technology-based companies. He has directed the product strategy and launched over 25 technology products resulting in over \$25M in achieved global sales revenue. He provides services as a consultant, contractor, coach, or trainer to organizations that need to create and market value-added products that customers want.</p>		

<b>ID#: PS-731</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Presentation
<b><u>Title:</u> The Short-Pitch Proposal: Lessons learned in winning defense contracts</b>		
<p><b>Description:</b> Wanting to find a way in with your dream customer? Maybe even contract with defense? Hear an expert's targeted approach that has won multiple defense contracts, even ones that had been previously turned down. Apply this approach to product planning, negotiation, sales, marketing, and customer engagement across a wide range of businesses.</p>		
<p><b>Presenters:</b> <u>Laura Faulkner, PhD</u>  Dr. Laura Faulkner, a professional Strategist specializing in customer experience design, has negotiated and headed successful defense contract 'wins' and project turn-arounds for the last decade. As a skilled facilitator, Dr. Faulkner will customize the presentation and discussion for your needs as participants. Let's see who is in the room, and enjoy what happens next!</p>		

<b>ID#: PS-733</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Town Hall
<b>Title: BEYOND Product Management: What do Senior PdMgrs do that ""regular"" PdMgrs do not typically do ?</b>		
<p><b>Description:</b> Suppose you've done well as one of the company's Product Managers and now you've been asked to do MORE - create a new line of business or product line, expand and strengthen the product strategy, spin out a division, re-vitalize an established brand ? Maybe it's a tweak to your current application of the Pragmatic framework, but are there other, more fundamentally innovative approaches ? Of, do you just take a jump ? We'll talk about some foundation concepts to help find something new, but sound, to use for that strategic new growth.</p>		
<p><b>Presenters:</b> <u>Don Jarrell</u>  Don's Product Management experience has ranged from creating and executing PdM practices in multinational communication manufacturers to coaching solo inventors and entrepreneurs, will all kinds of advisory and executions services in between. He is now launching a breakthrough online application for clinical metrics for hospitals that clients, investors, consultants and zombies have called unprecedented.</p>		

<b>ID#: PS-738</b>	<b>Category:</b> Product Strategy	<b>Format:</b> Other
<b>Title: Strategy: Let's fix it, please!</b>		
<p><b>Description:</b> Who 'owns' strategy in your organization? How's that going for you? How do you describe your approach to strategy in your organization? Is strategy something that keeps you up all night, or is that an outsourced function of your organization? How do you implement strategy? Who implements strategy? How do you update, revise strategy? Please come to this session to discuss and find answers to these questions and more. In this session we will discuss why strategy is an underperforming element of your organization and ideas on how to fix it. I will also provide a quick overview of strategic ideas and frameworks that you can take back to your office Monday.</p>		
<p><b>Presenters:</b> <u>Prabhakar Gopalan</u>  Prabhakar Gopalan is a Senior Consultant in Corporate Strategy at Dell. He is also founder &amp; principal at Whole Mind Consulting, an innovation driven growth strategy firm. Prabhakar won the runner-up prize for best session at PCA Summer'10. Connect with him at @PGopalan or <a href="http://linkedin.com/in/prabhakar">http://linkedin.com/in/prabhakar</a>.</p>		

# Requirements Definition

<b>ID#: RD-708</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Presentation
<b><u>Title:</u> Value Co-Creation: The New Approach to Successful Product Introductions</b>		
<b>Description:</b> Innovation exists at the intersection of invention and value and the best approach to create value is a new technique called value Co-creation. Co-creation not only describes a trend of jointly creating products. It also describes a movement away from customers buying products and services as transactions, to those purchases being made as part of an experience. Value is co-created with customers when a customer is able to personalize his/her experience using a firm's product-service proposition to a level that is best suited to get his/her job(s) or tasks done. In this chapter of the Beyond Stage Gate series we describe to how use Co-creation to increase the probability of successful new product and service introductions and how it fits in the entire innovation management ecosystem.		
<b>Presenters:</b> <u>Jose Briones</u> Dr. Jose A. Briones is the Director of Operations of Spyrotek Performance Solutions, a supplier of specialty materials and software. Dr. Briones has 20 years of experience in roles from research, manufacturing, business development, marketing and innovation management Dr. Briones has been the leader in the commercialization of 35 new products and is named as inventor in 5 patents.		

<b>ID#: RD-715</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Presentation
<b><u>Title:</u> Requirements Estimation: Defend Your Resources!</b>		
<b>Description:</b> Rather than being given the time they need to create well-crafted results, product managers often are required to create requirements under an imposed deadline. Unfortunately, few rigorous business analysis estimation techniques exist to help defend the resources required to do good analysis. We'll share an estimation technique for requirements development that breaks the work down into common activities with standard resource estimates based on real project data, and give you a take-home tool for future requirements estimations.		
<b>Presenters:</b> <u>Betsy Stockdale</u> Betsy Stockdale is a requirements architect for Seilevel, a professional services firm that specializes in helping Fortune 1000 clients redefine the way they create software requirements, in order to achieve their business outcomes. Betsy is responsible for leading projects to develop requirements following Seilevel's Requirements Modeling Language (RML™).		

<b>ID#: RD-716</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Workshop
<b><u>Title:</u> Let's play Buy-a-Feature: Prioritization in collaboration with your market in this virtual market game yields incredible insights</b>		
<p><b>Description:</b> Product planners often fall into the trap of thinking that customers have clearly defined product priorities. Some do. Most don't. When presented with a set of options, many customers will simply say "I want them all" and put the responsibility for prioritizing their requests on your shoulders.</p> <p>Alternatively, product managers often gather feature priorities by working with customers one-on-one and, in the process perhaps without even realizing it, again take solo responsibility for prioritizing features.</p> <p>By engaging customers (or Execs?) as a group and giving them a limited amount of resources, you give them the opportunity to prioritize their desires as a group.</p> <p>The magic lies in structuring the conversations so that your customers are negotiating with each other for specific features. This negotiation enhances your understanding of what your customers really want.</p> <p>Learn by doing. We will play Buy a Feature. (<a href="http://innovationgames.com/buy-a-feature/">http://innovationgames.com/buy-a-feature/</a>)</p>		
<p><b>Presenters:</b> <u>Jeff Brantley</u></p> <p>Jeff Brantley is a product guy: a no-nonsense, git 'er done, product guy. But building great products and services is a team sport and you need the whole team contributing to the innovation pipeline (engineering, sales, marketing, customers). Your product leadership toolkit should include Innovation Games. Have fun with customers and ask: "Do you want to play a game?"</p>		

<b>ID#: RD-720</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Town Hall
<b><u>Title:</u> Grr! What's Up with Software Developers??</b>		
<p><b>Description:</b> Does the simplest thing seem to take way too long? Is your software development staff always telling you no? This is your opportunity to learn some tips and tricks for working successfully with the 'software techies' - from a rare software developer that has people skills too! With a few simple ideas - those pesky software developers could be the key to the kind of innovation you've been hoping for.</p>		
<p><b>Presenters:</b> <u>Janelle Klein</u></p> <p>Janelle Klein is currently an active developer and Agile Practices Leader at New Iron. She's dedicated to helping development teams succeed at sustainable continuous delivery, and building software talent in the community. Janelle holds Sun and Cisco certifications for Java and networking (SCJP, SCWCD, SCBCD, CCNA), and a B.S. Degree in Computer Science from Oregon State University.</p>		

<b>ID#: RD-723</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Presentation
<b><u>Title:</u> Personas - A Product Marker's Gift to Sales</b>		
<p><b>Description:</b> Marketing shares finding new profitable customers with the sales organization. To attract new customer the sales and delivery teams must be able to articulate the business benefits. These groups often rely on marketing to create the tools to support the sales process. These sales enablement tools help the sales organization improve their effectiveness at generating revenue and earnings by giving salespeople the right information at the right time to increase their rate of success. One tool product marketers can create to help the sales team is personas. Attend this session to learn: The differences between personas, profiles and roles, how to create personas and how to turn personas into a sales enablement tool.</p>		
<p><b>Presenters:</b> <u>Laura Patterson</u>  Laura Patterson's marketing and sales career spans over 30 years having worked for both large public companies such as State Farm and Motorola and as well as start-ups. In 1999 she co-founded VisionEdge Marketing, a data-driven metrics based strategic and product marketing company that specializes in improving marketing performance and helping organizations create a competitive advantage.</p> <p><u>Chelsea Marino</u>  Chelsea Marino is a Marketing major at the University of Texas at San Antonio and VisionEdge Marketing's Marketing Coordinator. Chelsea handles all aspect of marketing support including writing and publishing the company's monthly newsletter, updating the</p>		

<b>ID#: RD-729</b>	<b>Category:</b> Requirements Definitions	<b>Format:</b> Workshop
<b><u>Title:</u> Unleashing the Power of Social Media in Your Requirements</b>		
<p><b>Description:</b> This workshop will give product managers a chance to learn about (and brainstorm together) ways to use social media in their requirements elicitation process. We will review the different types of social media, briefly discuss what makes for “good” requirements, glance at recent scholarly research on the use of social media in requirements engineering, and brainstorm ways to use these new tools and platforms to make better requirements. At the end of the session, we’ll set up a Twitter hashtag, a LinkedIn Group, and a Google+ Circle (for those who have Gmail accounts) to enable us to continue and widen the conversation!</p>		
<p><b>Presenters:</b> <u>Jeremy Gorr</u>  Jeremy is currently is a Senior Product Manager at Seilevel, where he leads consulting projects for software products in a wide variety of industries. Prior to Seilevel, he worked as a Product Manager for several building materials manufacturers. He has also done software development consulting, as well as stints at both IBM and Hewlett Packard.</p> <p><u>Lori Witzel</u>  Lori is the Director of Marketing for Seilevel, a professional services company focused exclusively on helping Fortune 1000 clients redefine the way they create software requirements in order to achieve their business objectives. She has extensive experie</p>		