(15-16) 17-18 September 2014, Zurich, Switzerland

PRODUCT MANAGEMENT FESTIVAL

★ *Defining the future of product management* ★

	Digital	Physical	Management & Strategy	Partner
08:00	Registration			
09:00	Welcome Address			
09:10	**Key Note 1** **The Life and Times of a Product Manager: How I've Tried to Build Successful Products** Ben Yoskovitz | Vice President Products, GoInstant (a Salesforce Company)			
10:10	Coffee Break & Exhibition			
10:45	**Building Products and building companies: Similarities and differences.** Stephan Uhrenbacher	**Implementing a controversial market segmentation strategy – a practical experience** Joris De Cuyper, LMS A Siemens Business	**Effectively Communicating Product Roadmaps** Jeff Lash SiriusDecisions	tba
11:20	**Applying Portfolio Management Techniques to Support Corporate Ideation/Innovation** Siobhan Maughan IntegratedThinking	**Managing Product Variety Decisions for Sustinable Profitability in B2B Industries** Leo Brecht University of Ulm	**Product Managers, Product Owners & Scalable Agile Product Management Organizations** Rich Mironov Mironov Consulting	tba
11:55	**From Scrum to Kanban, from Push to Pull – no fixed sprint iterations, no binding commitments – how can this work? A Field Report** Katrin Grothues AutoScout24 GmbH	**7 Deadly Sins: How to Successfully «Cross the Chasm» By Avoiding These Mistakes** Michael Eckhardt Chasm Institute	**From IT Project to IT Services - An Inevitable Journey** Christoph Hirzel Credit Suisse AG	tba
12:25	Lunch Break & Exhibition			
13:30	**The Future of Product Management :** Opinion Battle			
14:30	Coffee Break & Exhibition			
14:45	**Joining the Mobile Product "In Crowd"** Alicia F. Dixon The Sheridan Group	**Crossing the strategic gap with product portfolio management** Thomas Bauch QQ Consulting	**Why Product Management Organizations have no Impact** Panel discussion	tba
15:20	**Rope your Scope: Reining in Scope Creep** Ellen Gottesdiener EBG Consulting, Inc.	**The Whole Product Manager: A Craftmanship Approach** Prabhakar Gopalan Whole Mind Consulting	**9 Things Exceptional Product Team Managers Do Differently** Trevor Rotzien AIPMM	tba
16:00	**Key Note 2** **tba**			
17:00	Evening Event including Dinner			

18. SEPT
PROGRAM
DAY 2

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09:10	**Key Note 3** **That which we call product management / by any other name, even more difficult** Stacy-Marie Ishmael | Vice President Communities, Financial Times			
10:10	Coffee Break & Exhibition			
10:45	**10 Top Tips for Reading Your Users' Minds** Jock Busuttil Product People Limited	**Delight & Deliver** Lesley Mottla Zipcar	**Gamification for Product Managers** Gaurav Katyal International Game Technology	tba
11:20	**UX research as a guide for focus adjustment on business strategy** Dr. Adrián Fernandez Softonic International S.A.	**Succeeding with innovative ideas** Robert Huber ASM Assembly Systems Singapore	**The software value aspects – practical experiences** Krzysztof Wnuk BTH and QTEMA	tba
11:55	**Product Management in the era of Social Media: challenges and opportunities** Stefano Rizzo Polarion Software	**A new era of business – What industries like automotive can learn from the mobile ecosystem?** Frank Ermark iTOP Partners Deutschland GmbH	**Product Management 2014: What do successful companies do differently?** Rainer Fuchs ZHAW	tba
12:25	Lunch Break & Exhibition			
13:30	**IPTV Portfolio Funnel: From Ideas to Concrete Products** Thomas Haas Inventique	**Designing and Shipping Products that Excite, Motivate and Encourage New Behaviours in the Enterprise** Jonathan Ozeran Zest Health	**How to scale Product Management** Panel discussion	tba
14:05	**Moving Past Vanity Metrics: An In-Depth Look at Product Analytics that Drive Success** Teresa Torres Product Talk	**Quick Product Management Intelligence: Product Management Training on the Job** Nicolai Mokros CompuGroup Medical Deutschland AG	**«Lean Startup» for established companies** David Griesbach Griesbach Consulting	tba
14:40	Coffee Break & Exhibition			
15:00	**Key Note 4** **Make New Mistakes** Ken Norton | Product Partner, Google Ventures			
16:00	End / Apéritif (Apéro) & Exhibition			