

Morning Breakout Sessions

Senate Chamber

Traditions

Interfaith

Great Hall 1&2

Great Hall 3

9:45

"What are you Like?"

Jay Clouse
Unreal Collective

Everyone is selling something, even themselves. In this session, learn to create intention in the way you or your product manifests in the lives of others.

Digital Analytics : How Wendy's Shapes Product Development through Data

Michael Mancuso
The Wendy's Company

Learn how the marketing team at Wendy's uses digital analytics to reboot our products, processes, and the way we approach the future of our business!

A Map of Maps: Aligning Customer Experience Across the Product Lifecycle

Jeff Blanchard
Highland Solutions

In this workshop, we'll explore a "map of maps" and look along the product lifecycle for when to use what from the many tools in a product manager's handbook.

Why Building Products is an Optimization Problem: How to Use Data in your Product Discipline

Rehgan Avon
Open Data Group

Our job as product managers and product owners is to maximize the amount of value our products/solutions provide customers or users. This talk will frame up the product optimization problem, the variables and data used to solve it, and how to implement this practice to enhance your product discipline.

Transitioning from UX to Product Management

Jane Guthrie
Slalom Consulting

Transitioning from UX to product management can be a logical next step for those who want to get more involved in the business side and have influence over the direction of the entire experience. We'll cover what to consider and what skills are valuable for practice.

11:00

Thinking (11 Miles) Outside the Box

Morgan Howard
Safelite AutoGlass

This presentation will explore Safelite AutoGlass's approach to innovation - what does it mean, why do we do it, and how do we work to make it work. Takeaways include light bulb moments, fast failures, and various ways you can support innovation at your organization.

What is Blockchain – the Real Value

Nilanjan Raychaudhuri
Pillar Technology

Some say, Blockchain is a secure transaction ledger database that is shared by all parties participating in an established, distributed network of computers. To me, the real question is, why should we care about it?

In this presentation, we will cut through all the noise and discuss the real value and use cases of the blockchain technologies.

Emotional Intelligence for Product Excellence

Kevin Dwinell
TAIVARA

Mindfulness. Empathy. Connection. Relationships. Applying our emotional intelligence can lead to more compelling product. This session provides insights into how relationship building and emotional connections can lead to quantifiable gains in product performance.

Agile Product Management: Do the Right Things, Not Everything

Ellen Gottesdiener
EBG Consulting

Learn to lighten the load of product management and product ownership while strengthening the product ecosystem—making space for the right things amidst the clutter of everything.

Maybe We Should Be Problem Managers (or The Multiple Roles of Product Management)

Steve Johnson
Under10 Playbook

Product Management is one of the most misunderstood positions in organizations. Are you confused about what is and isn't product management? Let's clarify that.

Afternoon Breakout Sessions

1:00

Senate Chamber

Trading Places

Brian O'Riordan
CityScapes International

Interactive session focused on understanding what drives our bias and how those biases may impact voice of the customer work, solution development, and decision making.

Traditions

Build for the Future When Your Users Are in the Past

Jared Faris
HMB

Learn how to balance emerging technologies, your users' wide variety of devices, and your team's limited resources (time and money) to build great products.

Interfaith

Report to Product

Dan Rockwell
Big Kitty Labs

Products carry narratives and rapport is the lucid glue between understanding and establishing a base of clarity and harmony for product development. Learn how building rapport is as essential.

Great Hall 1&2

Contrasting Product Management & Product Marketing

**Dave Daniels, Steve
Johnson, Tim Fulton**
Moderated by Laura Jackson

Many organizations have both product management and product marketing, but which is which? Together we'll examine the difference in their responsibilities.

Great Hall 3

Accountability in Product Design

Adam Deardurff
Cardinal Solutions

Designing a product that delivers meaningful value to the user and business is a balancing act. Listen how to get data that helps with continuous improvement.

2:00

From Thesis to CEO

Ryan Elder
IncludeHealth

In 2006, I saw a man in a wheelchair struggle while working out. Listen to how only a decade later, this inspiration led to a venture backed company.

Competitive Win/Loss Research

Tracie Stamm
Articulate Marketing Strategy

Organizations can struggle to translate an opportunity into a product that lands well in the market. Come learn how to leverage competitive "win/loss" research to successfully influence everything from product roadmap to go-to-market strategy to sales.

Conscious Product Management

Derek DeHart
Root Insurance

In this talk, we'll look at some unintended consequences of myopic product management and explore techniques to establish a more mindful and conscious approach to success.

Panel: Digital Technology & Product Transformation

**Suprasanna Mishra, Brett
Buchanan, & Pete Anderson**
Moderated by Derrek Seif

Want to dive deeper into the keynote session? We'll focus on how companies evolve their product discipline outside or part of organizations transformations.

Infusing Communication Insights into Product Development

**Heather Whaling & Devin
Hughes**
Geben Communications

We'll share real-world conversation samples, audience insights, and social trend mapping to validate why product managers need access to this kind of marketing data just as much as marketing managers.

3:00

Creating a Product Culture & Discipline.

Ryan Frederick
AWH

In this session you'll learn what kind of product person you are, the types of product cultures, and new ways to approach product teams and product process.

Why & How Diversity Matters

Amelia Menk Brown
McGraw-Hill Education

This presentation will explore the advantages of building a diverse Product team, offer recommendations for how to build diverse teams, and explore the challenges of doing so. Participants will leave with the ability to assess the diversity of their teams and apply tactics and tools to grow diverse participation and thinking.

UX & the Future of Mobility

Chris Rockwell
Lextant

Self-driving vehicles & Smart Cities promise a revolution in mobility. AI, AR, & automation combined offer new opportunities for the next generation of experience design. Chris will share insights, challenges, & opportunities in the development of these increasingly automated solutions & discuss implications for interaction design.

Adoption: Do They Use Your Product?

Jim Canterucci
Constituent Hub

Let's explore the importance of product adoption including techniques in product design that promote adoption as well as change leadership approaches to delivery that every product manager must know.

From Corporate Career to Fulltime Startup Founder

Travis Smith
TribeVest

My dream has always been to be an entrepreneur, but that did NOT mean recklessly jumping into a start-up. In this talk, I'll share my methodical journey to validate my hypotheses and business model while keeping my day job in order to manage risk.