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Gulf Coast

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ProductCamp Export
UserData ProductMarketing Investor
Import Empathy Digital Lean
Sourcing Product
Future Disruption Business Management
Sarasota Leadership
ProductManagement
Entrepreneur SaintPetersburg

12:00 - 1:00 Auditorium

Lunch
Join a facilitated conversation at the tables around Product Management and Marketing Topics.
Look for a topic that interests you to join in or just listen!

1:00 - 1:45 Auditorium

Wired for Empathy
We, as human beings, are innately creatures of empathy. However, when we show up for work, somehow we leave that most defining element of our humanity at home. We act in a way that says "It's not personal, it's just business". But what if we turned that around? What if it was personal? Chris introduces some guidance, some tools, some practices that help us fine tune our empathy engines. And once that empathy engine is supercharged, you'll stop thinking ABOUT your customers and start thinking LIKE your customers.

Chris Spagnuolo, Product Guru and founder of Edgehopper. Chris is a product management and innovation consultant who works with organizations of all sizes to deeply understand their portfolio and product challenges and help them design opportunities to improve.

Chris has led cross-functional, collaborative, agile product teams at organizations of all sizes and successfully founded three startups.

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2:00 - 2:45

Classroom - this session ends at 3:45	Hi-Tech Room
Hands-On Design Thinking Workshop	**Balance Features with Funds**
No Previous Design Experience Necessary!	In an ideal world we would have unlimited budgets to apply cool
This fun and exciting hands-on workshop will introduce you to the basics of Design Thinking and human-centered problem solving. This fast-paced 90-minute project will have show participants how design thinking can be used by product people to solve customer problems. We'll provide all of the information and materials you need to be successful.	technologies to solve high impact problems with the most talented people in the world. In our world we don't. This session identifies the keys to creating amazing products while balancing the natural pressures features functions.
	Don Wilson currently leads agile delivery of mobile applications and data products in the Washington DC area. His specialties are mobile application planning and delivery, big data strategy, and digital strategy.
Chris Spagnulo and Julee Bellomo	
This session highlights Edgehopper's approach: systems thinking, a holistic perspective, dialogic principles to embrace diversity and group wisdom, shared meaning, shared leadership, leveraged diversity, business agility, and "sense and respond" systems.	

3:00 - 3:45

Hi-Tech Room

Go on a journey with a serial entrepreneur.
Being an Entrepreneur is a wonderful thing, but it can be risky business.

Join Robert Smithson to hear him share his experience as an inventor, a serial entrepreneur, and holder of several patents. Robert's journey has reaped reward as well as virtual bankruptcy, but he has always believed that the entrepreneur in his blood would steer him in the right direction. His open story is about the path he has taken in pursuing his dream about the next big thing; maybe his two latest patented creations will get him there.

Having left school at the age of 14 with no academic awards to his name, Robert Smithson has always been considered by many to be a serial entrepreneur.

He traveled across the Atlantic on a one way ticket 30 years ago to set up Trinity Graphic, a packaging graphics company, and has since then owned 6 companies in various industries, ranging from Digital Printing, a Pelvic pain device and Vodka.

4:00 - 4:30 Auditorium

Closing Comments

ProductCamp Gulf Coast is organized by Opal Consulting, LLC.

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ProductCamp is in 500 cities and growing! Watch ProductCamp.org for events in other regions.