Tutorial: Product Management Essentials (T11)

Tuesday, September 13, 2016 (Half-day)
http://re16.org/pages/conference/tutorials/#T11

Successful product development means to deliver the right products or solutions at the right time for the right markets. It all depends on a good understanding of markets and needs and translating those to business models for software and IT. In this tutorial I will explain the essentials of product management and how to apply them to your own business.

This tutorial provides a practical training on software product management based on "best practices" in companies. Covering the entire product life-cycle it offers a reference framework split into the five phases of inception, development, market launch, deployment and service. For each of these phases the tutorial offers a well-balanced program of overview, short case studies and mutual learning in interactive sessions and discussions. The tutorial contains examples from various companies and life-cycle phases. It provides insight into best practices around strategy building, translating strategy into a project vision, portfolio management, requirements elicitation, creating and managing the project business case, prioritizing requirements, customer and market interaction, uncertainty management, project execution, quality assurance, release management, service delivery and support. Small-group exercises and discussions reinforce the content and techniques.

Sustainable success with software and IT comes from a lasting user experience, and this is defined upstream during product management. Join the tutorial and benefit from product management essentials and experiences in companies and industries from around the world.

Christof Ebert is managing director at Vector Consulting Services. He supports clients around the world to sustainably improve product strategy and product development and to manage organizational changes. He serves on advisory bodies and is a professor at the University of Stuttgart and Sorbonne in Paris. Prior to that, he held international management positions for fifteen years in a Fortune 100 company.

A worldwide leader in product management coaching, Dr. Ebert will illustrate the essentials of product management with lots of practical experiences. Over the years he had improved product management in many companies and educated hundreds of product managers. He is the author of the book "Global Software and IT" published by Wiley and IEEE.