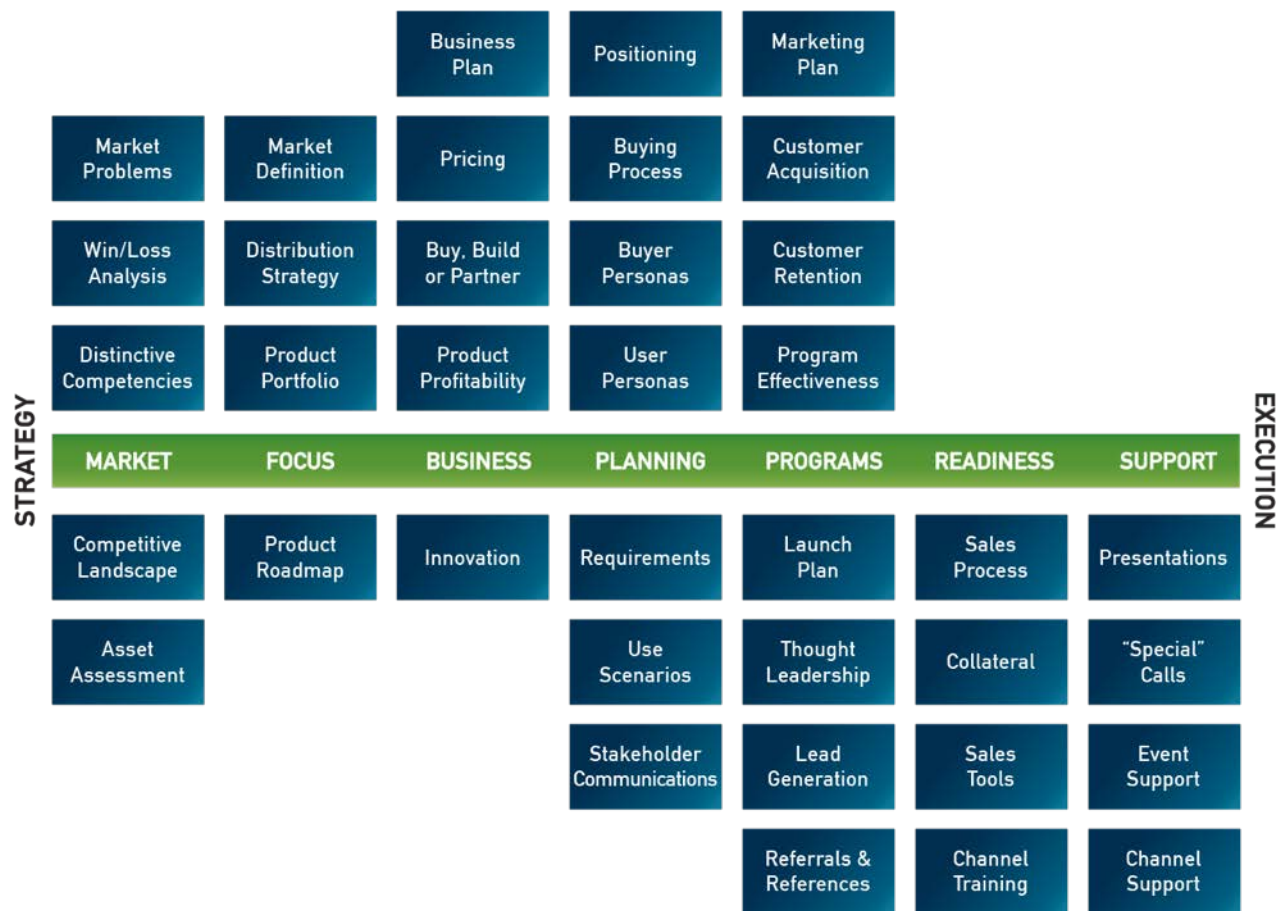


Six Ways the Product Manager Role Will Change in 2018





about us



Experts in technology
product management and
product marketing

Specialize in
training

Trained hundreds of thousands
of people at thousands of
companies since 1993



about us



Pendo was founded in 2013 when alumni from Rally, Google, Cisco, and Red Hat combined their heads and hearts to build something they wanted but never had as product managers— a product experience platform that helps teams deliver software users love.



presenter



Eric Boduch - Chief Evangelist, Pendo

- Former CEO and co-founder, Cerebellum Software and VP of Marketing at Vitria Inc.
- B.S. Electrical and Computer Engineering, Carnegie Mellon University
- Carnegie Mellon Executive Management Graduate



Kirsten Butzow – Instructor / Product Coach, Pragmatic Marketing

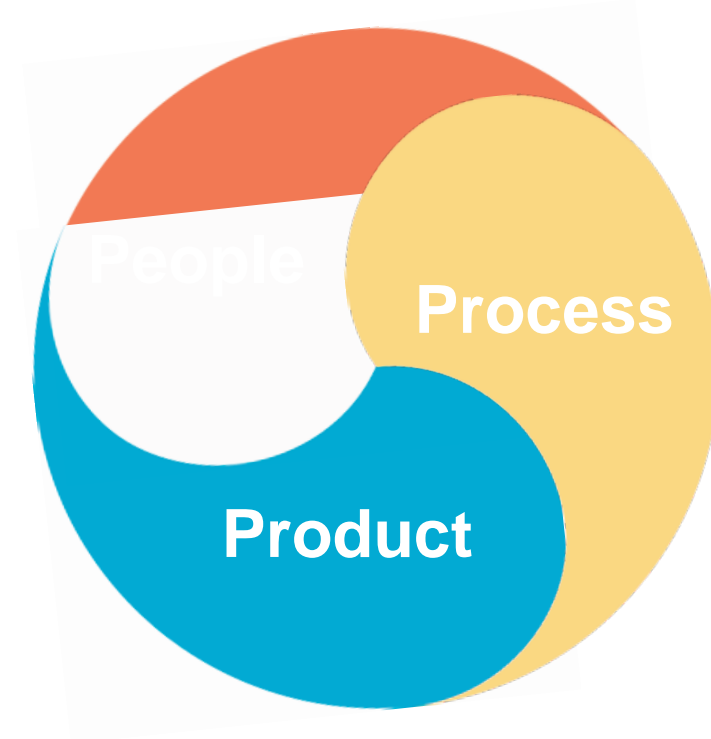
- Coached thousands of product leaders at hundreds of companies worldwide
- Former Vice President of Product Management and Marketing at Blackboard and Pearson
- MBA, WP Carey School of Business at Arizona State



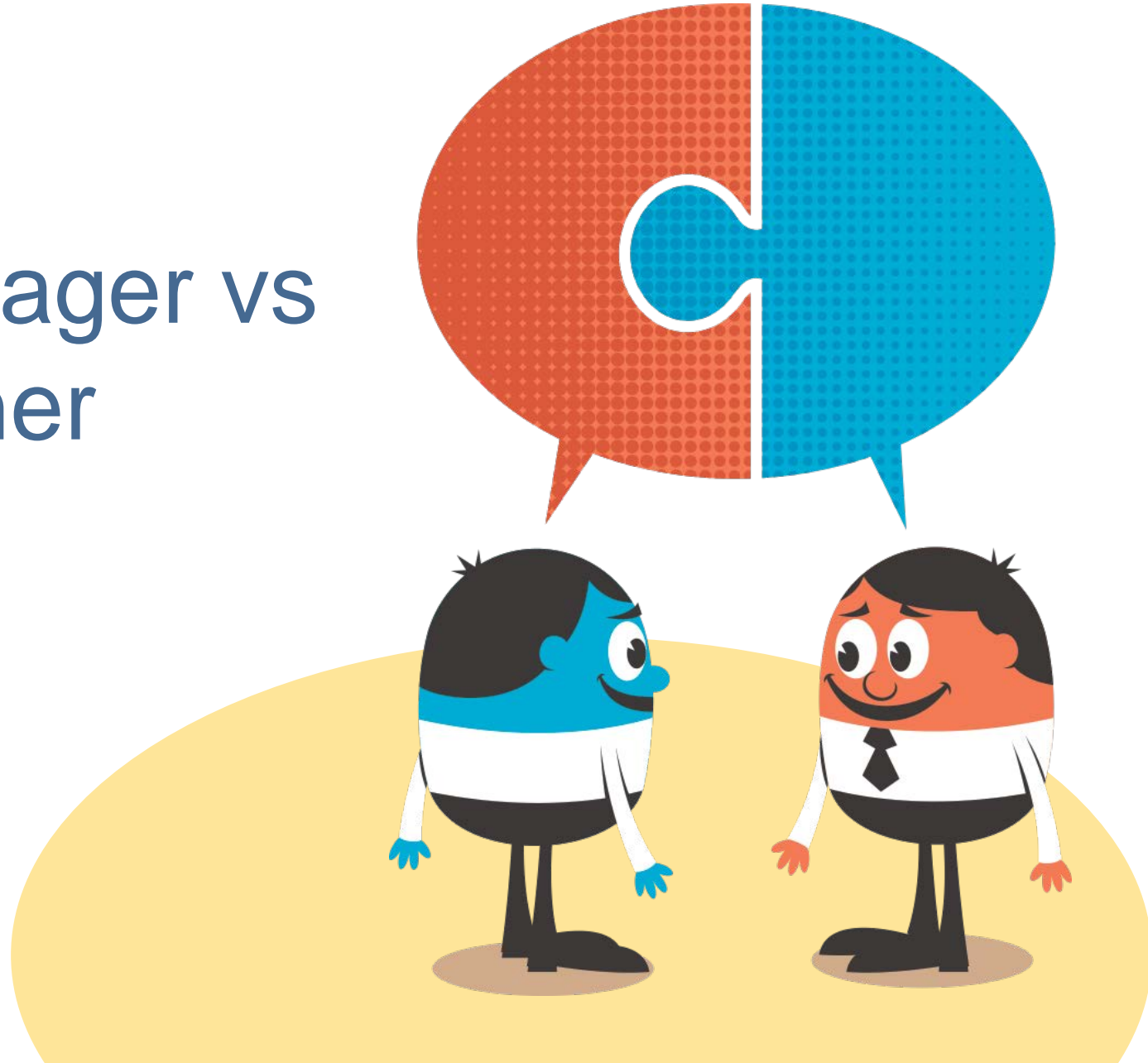
Six Product Management Trends for 2018



- People
 1. Product Manager vs Product Owner
- Product
 2. Consumerization of enterprise software
 3. Multi-channel experience
- Process
 4. Design thinking
 5. Continuous onboarding
 6. Agile for all



TREND 1: Product Manager vs Product Owner



TREND 2:

Consumerization of Enterprise Software



From 1997 to 2017, the cost of software decreased by 67%

Smartphones have more computing power than a Super Computer did in the 1990's

93% tech companies utilize cloud services in some form

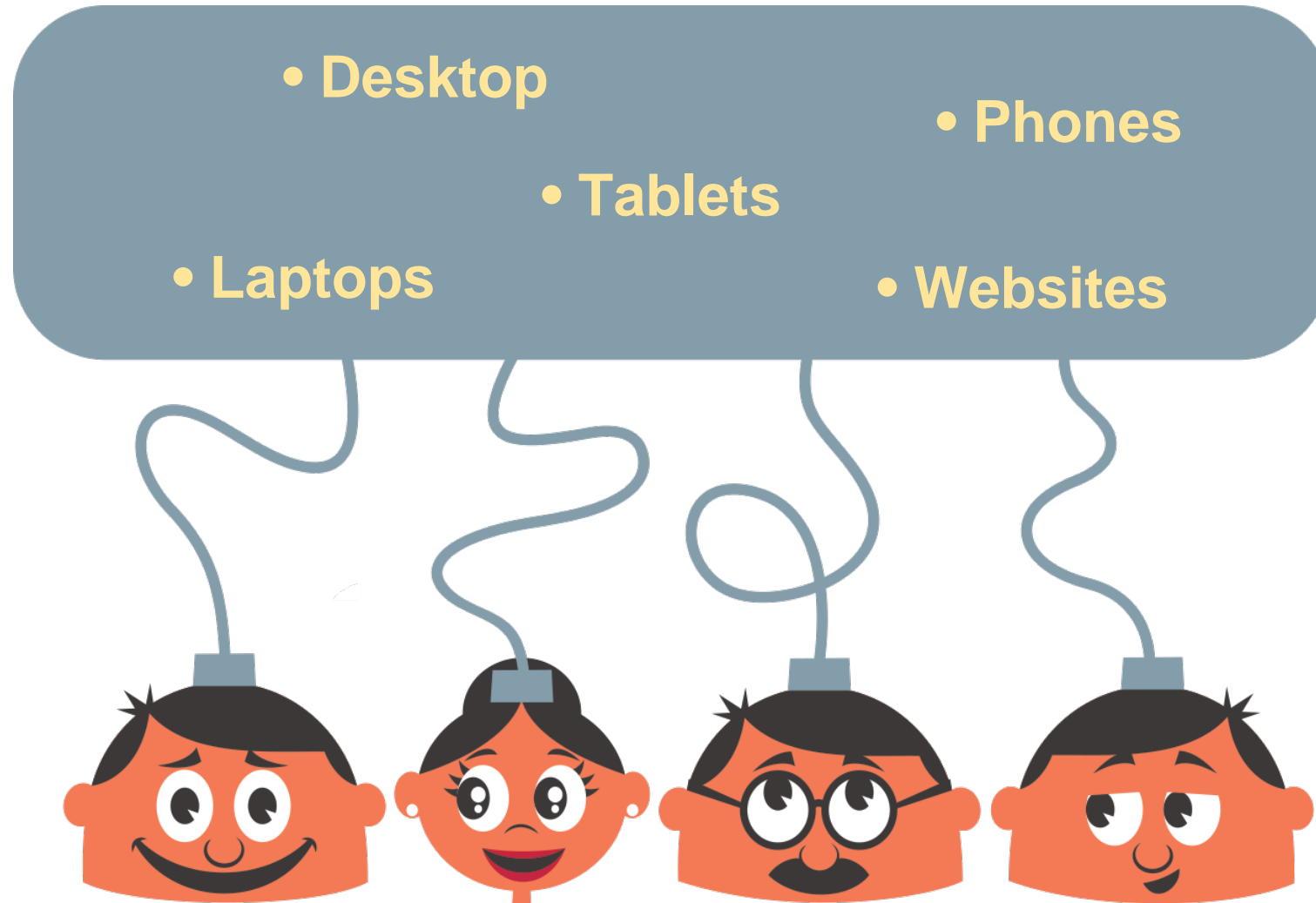
Cloud computing is projected to increase from \$67B in 2015 to \$162B in 2020

60% of businesses utilize Cloud for performing IT operations



TREND 3:

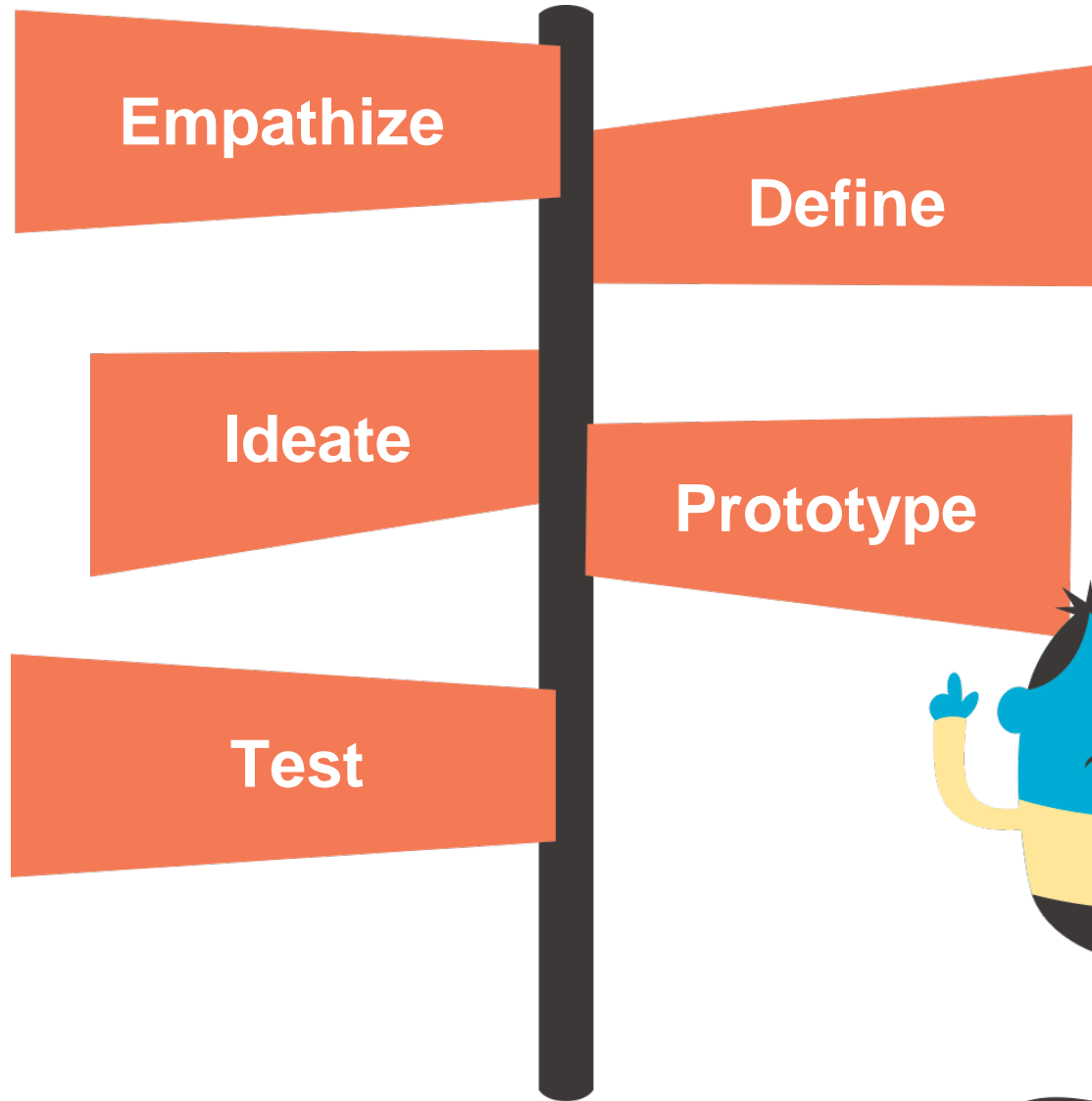
Multi-Channel Experience



TREND 4:

Design Thinking

- Process for creative problem solving
- Innovation is driven by empathy and experimentation

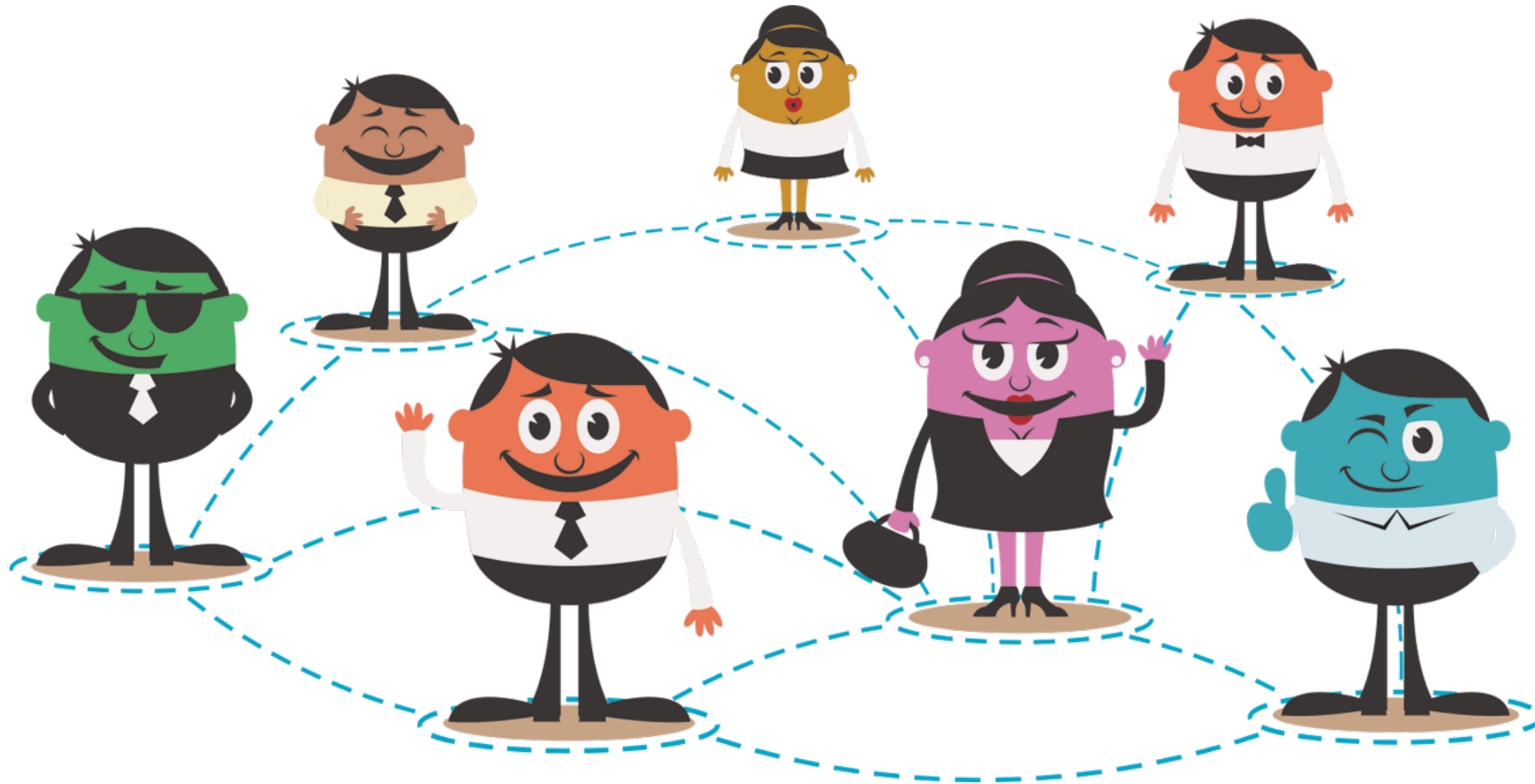


TREND 5:

Quick, Continuous Delivery of Value



TREND 6: Agile for All!



Resources

- www.pendo.io
- Pendomonium
- The Data-driven PM handbook
- Qualitative Win/Loss in Action article
- 8 Soft Skills You Need to Succeed article
- 18th Annual Product Management and Marketing Survey
- 7 Soft Skills Most Important to Career Growth infographic



Questions?



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Kirsten Butzow

email: kbutzow@pragmaticmarketing.com

Thank You for attending!

Join us for next month's webinar:

Mastering the Complex Sale – How to get Paid for the Value you Create

2/20/18



JAN Distribution Strategy	FEB Channel Training	MAR Use Scenarios
APR Market Definition	MAY User Personas	JUN Positioning
JULY Presentations & Demos	AUG Buy, Build or Partner	SEP Lead Generation
OCT Program Effectiveness	NOV Buying Process	DEC Business Plan