# INDUSTRY

## THE PRODUCT CONFERENCE

CLEVELAND, OH
OCTOBER 1-3, 2018
INDUSTRYConference.com

**OVERVIEW**

# THE PREMIER ANNUAL CONFERENCE FOR SOFTWARE PRODUCT MANAGERS

Over 3 days, 1,000 attendees from over 30 countries will learn from renowned product leaders and share the latest methods, tools, and frameworks that they use to build, launch and scale world-class software products.

Building world-class software products is hard. At INDUSTRY you will see how others manage product in different environments, from fast-paced startups to complex large enterprises, and learn how to:

- Better evaluate the impact of your work
- Validate opportunities more efficiently
- Build things you know people will use
- Optimally prioritize features you ship
- Get more people to use your product
- Level-up your skills and enhance your career

THE SPEAKERS WERE VERY GOOD. I ENJOYED THE "NO BS" APPROACH, AND THRE WERE MANY PROFESSIONALS FROM TOP COMPANIES TO NETWORK WITH.

EXCELLENT TALKS WITH ACTIONABLE INSIGHTS. I CAME AWAY OPTIMISTIC AND HOPEFUL RATHER THAN DISEMPOWERED AND OVERWHELMED LIKE I HAVE FELT AFTER OTHER CONFERENCES.

WELL ORGANIZED, GREAT SPEAKER QUALITY, AND REALLY NICE TOUCHES THROUGHOUT.

THE FORMAT OF THE CONFERENCE WAS GREAT. SOME OF THE SPEAKERS WERE EXCELLENT, INCLUDING A FEW WORLD-CLASS THOUGHT LEADERS. AND OUR WORKSHOP WAS ESPECIALLY VALUABLE. MY COLLEAGUES AND I GOT A LOT OUT OF IT!

# ATTENDED BY

# AGENDA HIGHLIGHTS

## EVERYTHING IS A PRODUCT
**BJ NOVAK** ACTOR, AUTHOR & TECH ENTREPRENEUR

In this fireside chat with BJ Novak — acclaimed actor/writer (The Office), bestselling author (The Book with No Pictures), and tech entrepreneur — BJ will open up about his process in creating. Television scripts, books, and software products are all quite different, yet BJ has played a role in creating for all three. Product people will be able to relate to the processes that BJ goes through — and likely pick up a few new ideas on how to use creativity to build better products in the process.

## CUSTOMER OBSESSION: SATISFYING THE UNSATISFIABLE VIA CONSUMER SCIENCE
**GIB BIDDLE** FORMER VP OF PRODUCT AT NETFLIX

Find out how to move beyond customer focus to "customer obsession" via consumer science to discover what delights customers in hard-to-copy, margin-enhancing ways. Learn how to get insight from four sources of consumer insight, then evaluate these ideas through various research techniques. Gib will illustrate these tactics using examples from Netflix, then, put the techniques into practice with a highly interactive, modern-day Netflix case.

## BUILDING CONSUMER-GRADE EXPERIENCES FOR THE ENTERPRISE
**CIARA PETER** SENIOR DIRECTOR OF PRODUCT AT BOX

With the complexity of multiple stakeholders and the increasing purchasing influence of end users, the bar is higher than ever for enterprise UX as companies pioneer business models beyond traditional SaaS. Learn how to apply consumer grade growth, engagement, design, and prioritization strategies to increase adoption of your products.

# MORE HIGHLIGHTS

### LOVE THE PROBLEM (+Workshop)
**ASH MAURYA** AUTHOR, CREATOR OF LEAN CANVAS, FOUNDER OF LEANSTACK

Most products fail, simply because we build something nobody wants. This begs the obvious question: Why does this happen and how do you build what customers do want? Traditional approaches like surveys, focus groups, and even directly asking customers don't work because customers themselves often don't know what they want.

### CONTINUOUS DISCOVERY HABITS (+Workshop)
**TERESA TORRES** PRODUCT DISCOVERY COACH

More teams are moving toward a truly cross-functional product team model where the teams that develop the product (i.e. product manager, designers, software engineers) are the ones responsible for doing their own discovery. They do their own user research, conduct their own experiments, and synthesize what they are learning week over week to support their daily product decisions.

### LEADING PRODUCT MANAGEMENT EXCELLENCE
**JEFF LASH** VP & GROUP DIRECTOR, PRODUCT MANAGEMENT AT SIRIUSDECISIONS

Beyond just "what does good product management look like," this talk is for product leaders looking to build, develop, manage and organize a world-class product management organization. Perfect for VP's and CPO's, this session will focus more on the teams and organizations that build product vs. the product itself.

### ROADMAPPING
**LATIF NANJI** CO-FOUNDER & CEO AT ROADMUNK
**JACKIE BAVARO** HEAD OF PRODUCT MANAGEMENT AT ASANA

Sometimes, building product isn't the biggest challenge — it's determining which products to build. Product roadmaps are meant to be helpful artifacts for our product organizations, but creating the right roadmap can be an agonizing process. And to some, no roadmap is the right roadmap. In this live INDUSTRY Interview, Latif and Jackie will discuss how product people can make the most

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For more information, including group,
startup and non-profit pricing, please contact:

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