

Executive Briefing

The Strategic Role of Product Management & Marketing

Thousands of companies organize and measure their product teams using the *Pragmatic Marketing Framework™* as a guide. This industry standard methodology defines the roles & responsibilities for more than 85,000 product managers worldwide. **Executive Briefings** are designed to explore the strategic impact product management can have in your organization. Learn how to define the role for optimal accountability and strategic value, regardless of your current organizational structure.

➤ Who should attend?

Designed for a working team of senior product managers and executives responsible for product management and marketing teams.

AGENDA

Role of Product Management

- The Pragmatic P's
- Accountability

The Pragmatic Marketing Framework

- Hand-off to other teams
- Organizing the product management role

Gap Analysis

- Organizational models

Understanding the Market

- Customers, evaluators, potentials
- Buying and using criteria
- Buyer and user personas
- Discover then validate

Summary

- Messenger of the market

