

A new product management role – The product strategist

Agenda

- “Product strategist” is not part of the traditional PM career path
- The role of a Product Portfolio Strategist
- What are the challenges?
- Differences between the two roles
- What makes a Product Portfolio Strategist successful?
- Pro/ Cons

ORACLE



SUGARCRM



NCR



parchment™

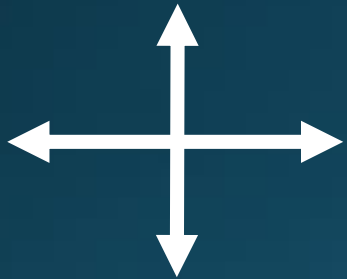
Traditional career path



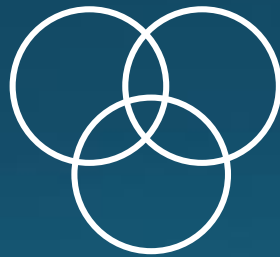
Product strategist role

Mission:

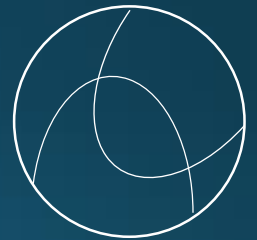
Explore the landscape to identify market gaps and opportunities and provide solutions



Technologies



Strong Partnerships



Holistic View

Role characteristics

INFLUENCE

PRODUCT
OWNERSHIP

LONGTERM

12M ROADMP

CONSULTING

EXECUTION

Funnel differences

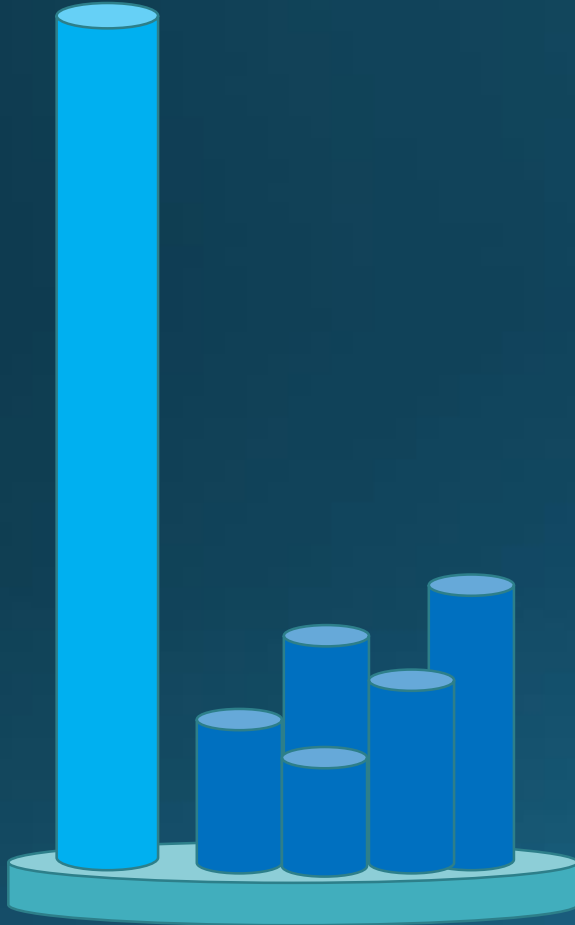


Keys to success

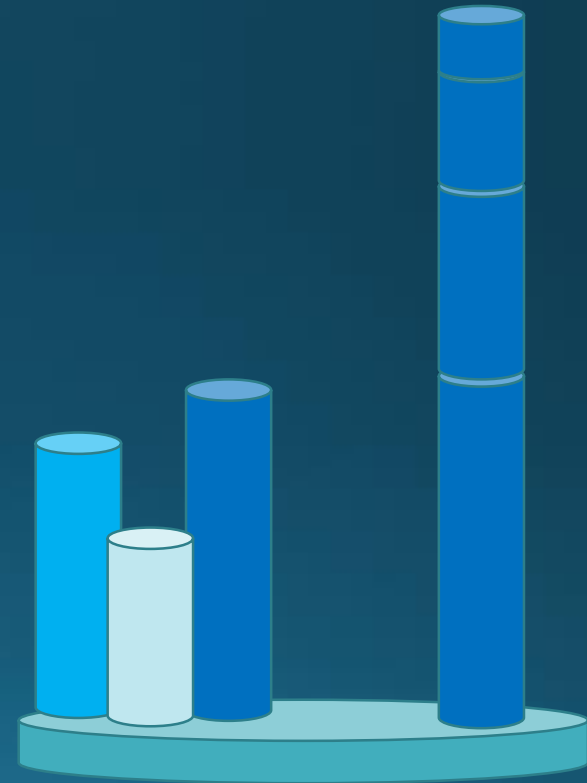


Change your mindset

Pros - Cons



Satisfaction



Personal Growth

Questions?