

# The Product Management Executive Board

Presents

## The 5<sup>th</sup> Product Management Leadership Summit

Emphasizing

## Building Blocks of Product Management Organizational Success

May 10, 2012

The Union League Club of New York City

### The Product Management Executive Board

The Product Management Executive Board (PMEB) is a subsidiary of Sequent Learning Networks. The PMEB is a professional organization for senior leaders who influence and guide the function of Product Management. Members share a common bond in their motivation to improve and sustain the stature and maturity of Product Management in their organization.

A cornerstone of the PMEB is ongoing research in areas vital to Product Management. This research reveals important insights and trends that members can use to benchmark and improve their organization's performance. To that end, the PMEB is committed to ongoing research and benchmarking of best practices for Product Management to bring relevant, actionable insights to senior leaders of Product Management and Marketing organizations.

### Product Management Leadership Summits

Sequent Learning Networks and its subsidiary, The Product Management Executive Board, have brought more than 220 senior leaders together in four Product Management Leadership Summits during 2010 and 2011. The overwhelming success of these Summit meetings is due to exemplary showcase presentations by corporate leaders on topics directly related to PMEB research! Leaders from more than 128 esteemed firms and industries participated in previous Summits which focused on:

- ▶ May, 2010: "The State of Product Management"
- ▶ Dec, 2010: "Governing and Sustaining Product Management."
- ▶ July, 2011: "Effective Organizational Design for Product Management"
- ▶ Nov, 2011: "Product & Process Excellence for Product Management"

To view eye-opening video clips from prior Summits, please click on the video inset or visit:  
[www.productmanagementexecboard.com](http://www.productmanagementexecboard.com)



## The Theme of Summit 5:

### Building Blocks of Product Management Organizational Success

Like any building or a bridge, a strong foundation is required to support a broad structure so that the structure can stand the test of time. Product Management, as an organizational structure can survive for the long-term when it has the proper foundational building blocks. These building blocks allow for the organization to be properly guided so that key processes can be established and roles aligned so that the true business of Product Management can get done! The Product Management Maturity Model serves as the guidepost for these key building blocks. These include:

- ▶ Governance of Product Management
- ▶ Product Portfolio Management
- ▶ Product Life Cycle Management
- ▶ Data and Knowledge Management
- ▶ Process and Template Management
- ▶ Managing Product Managers
- ▶ Cross-Functional Product Teams
- ▶ Performance Metric Management

This 5<sup>th</sup> Product Management Leadership Summit will bring leaders together to discuss these important topics so that participants can learn and share with the best-of-the-best!

### Logistics and Agenda

Time	Topics
8:30 – 9:00	Breakfast and Networking
9:00 – 9:20	Opening Comments – Steven Haines on the State of Product Management
9:20 – 10:00	Program 1: Preliminary Results from Product Management <i>Organizational Maturity Benchmarking Research.</i>
10:00 – 10:20	Networking Break
10:20 – 11:50	Program 2: Bob Caporale, VP of Product Management at Thomas & Betts <i>“Managing the Vitality of the Product Management Org at Thomas &amp; Betts”</i>
11:50 – 1:15	Lunch and Networking
1:15 – 2:40	Program 3: Al Briand, Managing Director at Bank of New York Mellon <i>“Building the Product Management Infrastructure at Bank of New York”</i>
2:40 – 3:00	Networking Break
3:00 – 4:20	Program 4: Dawn LeBlanc, VP Annuities Product Management, Prudential <i>“The Evolution of Product Management at The Prudential”</i>
4:20 – 4:30	Wrap Up and Concluding Comments
4:30	Adjourn
5:00 – 6:15	<b>Networking and Cocktail Reception</b>

## About the Presentations

At the Product Management Leadership Summit, participants play an active role to inspire the discussions. Sequent's role is to facilitate these discussions to ensure that the community can meld and grow by sharing knowledge, understanding, and experience.

As with prior Summits, presenters deliver 30 minute showcase presentations. Presenters are senior leaders with the requisite knowledge and experience as implementers of key practices used in their organizations. The goal is to have presenters demonstrate examples of the successful application of those vital practices. For the 5<sup>th</sup> Summit, the presenters will provide compelling stories that convey:

- 1) The initial state of Product Management in their organization
- 2) Challenges that were faced by that organization
- 3) How the environment was evaluated and diagnosed
- 4) The action plans that were created
- 5) The outcomes that were achieved
- 6) Key lessons learned

### The Protocol for each Module

- ▶ Sequent's PMEB delegate will provide a 5-10 minute introduction to the topic.
- ▶ Speakers will provide a 30 minute showcase presentation that will articulate that firm's work related to product and process performance excellence.
- ▶ At the conclusion of the presentation, 15 minutes will be allocated for Q&A.
- ▶ After the Q&A session, a 20 minute "table talk" mini-workshop will be carried out at each table with a brief interactive discussion to follow.

## *Here's how to register for the Summit:*

**PMEB Members:** Use your PMEB member code on the [registration form](#). If you need assistance, please call 212-647-9100.

**PMEB Non-Members:** Visit [www.sequentlearning.com/schedule.php](http://www.sequentlearning.com/schedule.php) to register (scroll down until you see "Product Management Leadership Summit" and click on the "register" link. You may also call 212-647-9100 for additional information.

To learn more about PMEB membership, please contact Kim Hammons via email [khammons@sequentlearning.com](mailto:khammons@sequentlearning.com) or call +1) 480-275-5082.

*Leaders from these companies have attended previous Product Management Leadership Summits*

- Aetna
- AGCO Corporation
- Airlines Reporting Corp.
- Air Techniques
- Alcatel - Lucent
- Alstom
- Amadeus
- American Express
- American Greetings
- Arbor Networks
- AT&T
- Avaya
- Baker Hughes
- Bank of NY Mellon
- Barclays Capital
- Barnes & Noble
- Baxa Corporation
- Bayer Healthcare
- Bloomberg
- Books 24x7
- Brandes Investment Partners
- CA
- Cadence Design Systems
- Cameron International
- Chubb Insurance
- Church & Dwight
- Cigna
- Citigo
- Citibank
- Cookson Electronics
- Cooper Industries
- Corning
- CT Corporation
- CUNA Mutual Group
- Cummins
- CVS
- CyberSource (a Visa company)
- Dell
- Deutsche Bank
- Depository Trust
- Discover Financial
- Dow Jones
- DS SolidWorks
- Dresser – Rand
- DuPont
- Eisai Pharmaceuticals
- Experian
- Express Scripts
- FedEx
- FIS
- Fujitsu
- Gartner
- GE
- Google
- GroupM
- HM Insurance Group
- HP
- IBM
- Inova Geophysical
- Intel
- Intermap Technologies
- International Securities Exchange
- Intra
- iRobot
- Jet Blue Airways
- Kennametal
- Key Bank
- Kodak
- LexisNexis
- Lincoln Electric
- Magna Powertrain
- MasterCard
- McAfee
- McKesson
- Mimeo.com
- Monsanto
- Morgan Stanley Smith Barney
- Motorola
- National Oilwell Varco
- Navteq
- New York Stock Exchange
- OpenText
- Panasonic
- PennBarry
- PepsiCo
- Pershing
- Pitney Bowes
- PNC Bank
- Principal Financial
- Prudential
- RBS Citizens Bank
- R.R. Donnelley
- Ryder
- Sage Software
- Sharp Electronics
- SITA
- Smiths Detection
- Sun Chemical
- Symantec
- Tata Communications
- TD Mutual Funds
- The Carlyle Group
- The Hartford
- Thomas & Betts
- Thomson Reuters
- The Economist
- The Hartford
- Travelex
- TriZetto
- United Technologies
- US Geological Survey
- US Green Building Council
- Vanguard
- Verizon
- Victorinox Swiss Army
- Wall Street Journal
- Warner Bros.
- Wolters Kluwer
- Xerox