A. JAMES CLARK SCHOOL OF ENGINEERING | PRODUCT MANAGEMENT

Your Gateway to Mastering the Evolving World of Product Management

Location: Adele H Stamp Student Union, University of Maryland, College Park Campus

MARYLAND PRODUCT SYMPOSIUM

**November 14, 2024
9:00 AM - 5:00 PM**

Who should participate:
- ✓ Product Managers
- ✓ Educators
- ✓ Industry Leaders

**Future-Proof Products and Services:
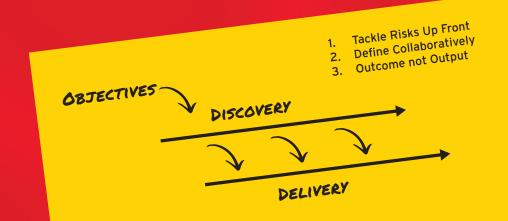Embrace a Risk-Wise, Customer-First Approach**

- ✓ Discover the shift from solutions-focused to opportunity-focused management

- ✓ Engage in groundbreaking discussions across Government and Industry Tracks

- ✓ Connect with peers and early adopters of this powerful new way of working

Become Future Proof by Embracing Customer-Centric Product Management

MORE INFORMATION & REGISTER NOW

1. Tackle Risks Up Front
2. Define Collaboratively
3. Outcome not Output

OBJECTIVES → DISCOVERY → DELIVERY

Product Symposium Agenda

9:00 AM   **Opening Remarks**

9:15 AM   **Keynote: Michael Raynor, Innovation Pathways: How to Know Where You're Going When You Don't Know the Way**
Insight into the transition towards opportunity-focused Product Management and the critical role of discovery.

10:15 AM   **Morning Breakout Sessions**

- **Government Track: Jonathan Terrell** - "Product Management in Government Procurement"
  Explore how Product Management principles can transform government procurement processes.
- **Industry Track: Vinay Aradhya** - "Strategic Product Management in the Commercial Sector"
  Strategies for elevating the role of Product Managers in commercial organizations to foster growth and innovation.

11:15 AM   **Keynote: Umashankar Shivanand, Driving Innovation through Discovery**
The importance of continuous discovery in developing resonant and competitive products.

12:00 PM   **Lunch and Networking**

1:00 PM   **Afternoon Breakout Sessions**

- **Government Track: Katherine Peiffer** - "Agile Product Management meets Human-Centered Design"
  Implement agile methodologies within government to improve flexibility and user-centric development.
- **Industry Track: Kristyn Corrigan** - "Creating Customer-Centric Products"
  Leveraging customer insights to guide product development for enhanced satisfaction and loyalty.

2:00 PM   **Late Afternoon Breakout Sessions**

- **Government Track: Joe Mariani** - "Innovating Public Services through Product Management"
  Case studies and strategies for applying Product Management to innovate and improve public services.
- **Industry Track: Marlon Hernandez** - "Market Leadership through Product Innovation"
  How to use Product Management to drive market leadership and respond effectively to competitive challenges.

3:00 PM   **Closing Keynote: Robin Yeman, Catalyzing Change: The Impact of Product Management on Future Technologies**
A forward-looking discussion on how Product Managers are pivotal in adopting new technologies and methodologies to lead market transformations.

3:45 PM   **Networking and Wrap-Up Session**

5:00 PM   **Adjourn**

Keynote Speakers plus Government and Industry Tracks